

CPD Course in Customer Service Excellence

Open Learning Programme Information

Programme Information

Course Outline

Module 1: What is Customer Service Excellence?

Why Plan for Excellence?
Traditional Quality Systems
Modern Quality Systems

Module 2: Why is Service Excellence Important?

Financial Necessity
Legal Necessity
Marketing Necessity
Survival Necessity
Stakeholder Necessity

Module 3: What Do Customers Want?

Identification of Needs
Revealed Requirements
Expected Requirements
Emotional Requirements
Finding Out What Customers Want
Market Research

Module 4: How to Plan for Service Excellence

Where Do You Fit In?
Understanding the Situation
Deciding on Standards
Benchmarking
Aims and Objectives
Making a Plan for Any Size of Quality Project

Module 5: How to Deliver Service Excellence

Project Plan with Quality Milestones
Quality Requirements and Objectives
Organisation and Responsibilities
Conventions and Standards
Controlling Change
Resources and Deliverables
Supplier Control
Quality Techniques

Module 6: How to Monitor Service Excellence

Quality Assurance
Corrective Action
Design Reviews
Quality Audits and Reviews
Testing and Reliability
Training for Service Excellence

Module 7: How to Maintain Service Excellence

Quality Evaluation
Improving Skills
Improving Service