

Does your team have the confidence and know-how to develop and deliver a unique service experience; from management to customer-facing staff and those behind the scenes?

Are you considering engaging in a quality initiative but feel your business could benefit from some development as a stepping stone to a programme such as OPTIMUS - Service Excellence?

Delivering a unique quality customer service experience to customers is vital to set your business apart from its competition; to ensure customer loyalty; secure profitability and help your business to be recognised for its customer service.

The first step should involve developing a clear vision and core values for your business, which are then reflected in service commitments, staff training and day to day service delivery by staff, management and customer care teams, to create a unique service brand experience for your customers.

Objective

This programme will provide your business team with the necessary 'support' and 'know-how' to develop and engage in the delivery of a unique service brand that sets your business apart.

The programme will:

- Engage your management team to develop and articulate its vision, translated into business and customer service values.
- Support your management and staff to develop tangible ways to demonstrate the business commitment to creating a unique service brand.
- Facilitate your in-house trained trainers to develop tailored Customer Service Induction and Advanced Customer Care training programmes.
- Provide clarity of role for the customer care team to develop, motivate and drive innovation.
- Prepare the business to engage in a Quality programme, such as OPTIMUS.

Duration

This programme is available only a bespoke in-company programme tailored to your business. It is delivered through a series of six 3 hour workshops, flexibly delivered in your business over 2 to 3 months, reflecting the needs of your business.

For

The programme is designed to engage your entire management team, your trained trainers and representative staff (or existing customer care team) to lead customer care across all aspects of the business.

The programme is ideal for new business start ups, acquisitions or business development projects.

Programme Requirements

This programme requires the skills of trained trainers in your business, with recognised group training skills. They will work with a programme Facilitator in developing and delivering a tailored Induction Programme in Customer Service and an Advanced Customer Care programme in building a customer care brand.

Fee

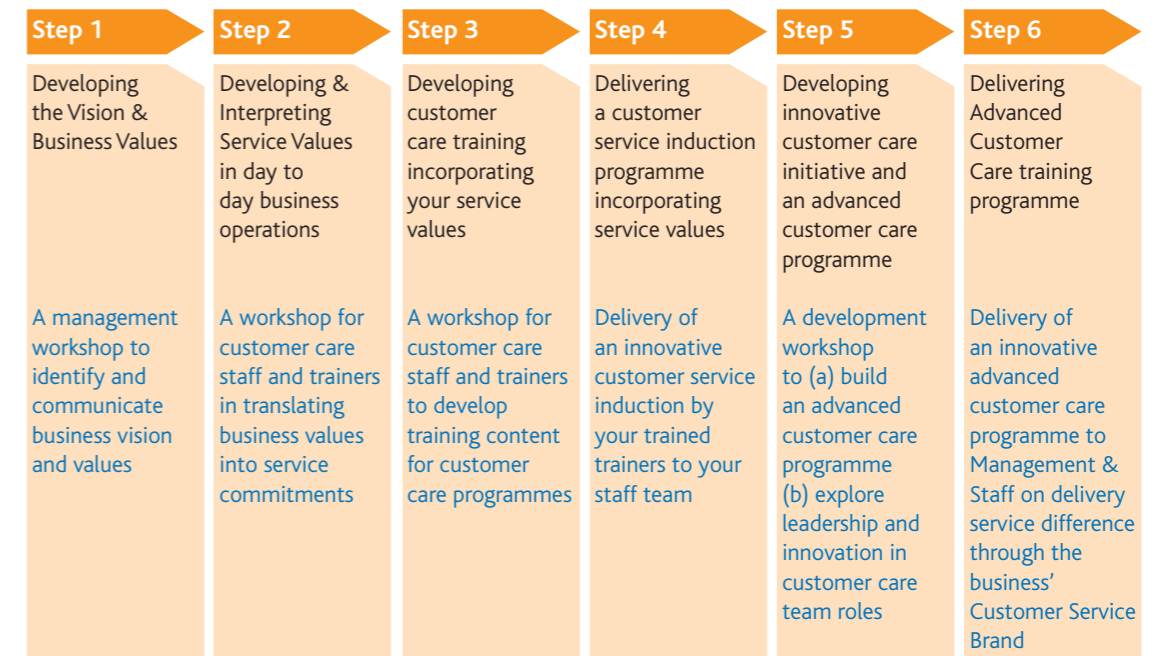
€2,450 per company

For further information and enquires, please contact:
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Alternatively, contact your local Client Services Manager, through your local Fáilte Ireland Regional Office. For contact details visit our website at www.failteireland.ie/cpd

“Designing a customer care programme around your own property is critical – each business has its own mix of customers and you need to train your staff with a focus on that. This unique programme brings customer care to the top of the agenda every day, supporting your in-house trainers to be creative in their approach to customer care training while encouraging your staff to be innovative in delivering service commitments to customers, to help set you apart from your competitors.”

Michael Skeeahan, General Manager,
 Glasshaus Hotel & Tallaght Cross Hotel, Belgard Sq West, Dublin 24



Content

- Developing a vision and values for the business and securing management support
- Communicating vision and values into service commitments for each aspect of the business
- Developing a service induction and advanced customer care programme reflecting business and customer service values
- Delivering customer care training at induction and advanced levels to create a service brand
- Exploring the role of customer care teams in driving customer care initiatives and innovations among teams that grow a unique service brand