

Managing customers

Seven steps to quality service Setting up and running the workshops

By David Illingworth

Synopsis

This preliminary module is essential reading and preparation prior to running a successful program of seven training courses. It gives practical and general guidance on preparing, running and completing any of the seven workshops within the 'Seven steps to quality service' program.

How to ...

How to prepare and set up the seven workshops.

How to focus on success during the running of the seven workshops.

How to successfully finish a workshop and write action plans.

David Illingworth

David has been encouraging and helping people for 30 years both as a line manager and as an international consultant to organizations across many cultures. He has a real passion for helping people and works extensively with helping young people to achieve their potential. Apart from his consultancy and business writing, he holds a number of Directorships in various businesses, including several e-businesses.

Acknowledgement

'Seven steps to quality service' is based on an original idea by Mike Pegg and his original works are used here with his permission. I gratefully acknowledge the encouragement and support that Mike has provided over the years.

Introduction

It is generally understood today that ‘delivering service’ is a key factor in the success or failure of an organization. It influences the **reputation** attracting new customers, develops customer **relationships** encouraging customer retention and, as proved in much research, contributes significantly to **financial returns**.

Without doubt, delivering QUALITY SERVICE is important.

‘**Seven steps to quality service**’ is a deceptively simple process of seven sessions designed to be held in the work place with minimal technical support. It can be as effective in the boardroom as on the shop floor, and is applicable to all areas of the business. It can be run in cross-functional teams, project teams, functional teams, customer facing teams and support teams.

There will be specific reasons why you want people in your organization to engage in developing the quality of service your organization delivers and it is important that these seven modules fit into the context of that strategic direction.

The goals of implementing the ‘**Seven steps to quality service**’ initiative are:

- 1. To help people within the organization develop effective teamwork.**
- 2. To engage people in the strategic goal of delivering ‘quality service’.**
- 3. To establish an on-going working practice of continuous improvement.**

Managers and team leaders play a key part in helping the organization to achieve these goals. Using the ‘**Seven steps to quality service**’ they take their staff through a seven-step structured program. These sessions will focus on the following topics:

- 1. Giving good service**
- 2. Improving our products.**

Managing customers

Seven steps to quality service

Step one - giving good service

By David Illingworth

Synopsis

Step one in this series of seven training courses, engages participants in understanding that the 'service package' on offer to customers has many facets. This session, focused on 'giving good service', leads to practical action plans for making a difference. Step one contains a leader's guide and a participant's workbook.

How to ...

How to identify the characteristics of good and bad service.

How to identify your customers and what these customers want.

How to increase customer satisfaction.

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Seven steps to quality service

Step one - giving good service

Leader's guide

Before using this leader's guide customize the pages in your own way.
In particular, those words highlighted in red require your attention.

The goals

The goals of this session are to introduce the program and provide you and your people with a framework and practical tools that you can use:

To identify the characteristics of good and bad service.

To identify your customers and what these customers want.

To increase customer satisfaction.

Make a flip chart poster of these goals.

Overview of the session

Introduction

Reasons for the program.

Goals for the program.

Goals for this session.

Identifying good and bad service.

EXERCISE: Good and bad service.

Listing characteristics of good and bad service.

Identifying our customers and what they want.

Identifying external and internal customers and what they want.

EXERCISE: Making a map of the external customers.

EXERCISE: Making a map of the internal customers.

Increasing customer satisfaction.

Identifying concrete things that can be done to increase customer satisfaction.

EXERCISE: How our team can increase customer satisfaction.

EXERCISE: How our organization can increase customer satisfaction.

Conclusion.

EXERCISE: My Customers – How I can improve my service to my customers.

Introduction

Welcome people to the session.

Start by giving the big picture of **your organization's** work and why we are putting emphasis on the importance of quality and customer service.

Explain that **your organization** is therefore introducing these sessions to help us explore these issues and achieve success.

Explain that **your organization** aims to be totally customer-focused. This can only be achieved by encouraging, educating and equipping our people to deliver quality service.

Explain the mechanics of the program. Explain the role that people are being asked to play in the program.

Describe the goals of this first session and introduce the first theme.

