

Managing customers

Seven steps to quality service

Step four - improving our procedures

By David Illingworth

Synopsis

Step four 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 'improving our procedures', leads to practical action plans for making a difference. Step four contains a leader's guide and a participant's workbook.

How to ...

How to identify the 'Moments of Truth' for customers

How to change your procedures in order to improve the 'Moments of Truth'

How to change internal procedures in order to improve the customer experience

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

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