

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.

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.