

Managing customers

Seven steps to quality service

Step two - improving our products

By David Illingworth

Synopsis

Step two 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 products', leads to practical action plans for making a difference. Step two contains a leader's guide and a participant's workbook.

How to ...

How to analyze the characteristics of good quality service

How to understand the Total Service Package

How to improve your products and services

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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