

Managing customers – Customer service

Seven steps to quality service

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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

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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.**
- 3. Improving our people skills.**