

MANAGING TO CARE DEVELOPMENT SESSION

About “Managing To Care”?

A 1 day development session aimed at enabling Managers to identify departmental and corporate infrastructure issues that may be affecting the front line service personnel in the delivery of Customer Care. The course attendants will receive a better understanding of how their management processes and procedures may be affecting their staff’s ability to provide good Customer Care and Service. Information will be provided on how to measure immediate and ongoing Customer Satisfaction and the importance of recruitment and investment in the right service personnel.

This “hands on approach” session will either enable you to review your current Customer Care Strategy and to tick all the benchmarking boxes and aid you in maintaining and marketing the great news or if indeed you identify missing links in your Customer Care Strategy you will be supported in providing quick wins and ongoing solutions.

Who Should Attend?

This Session is a must for all CEO’s, FIO’s, Directors, Executives, Personnel Managers, Departmental Managers and other Company decision makers who are serious in investment and benchmarking of Customer Care in Barbados and across the Caricom.

Benefits

Participants will walk away from this session not just with the knowledge of what needs to be done but with a helping hand in “how to”. This is not a lip service session on why to be Customer focussed but a hands on action plan for redressing key areas of concern in provision of customer care from a process, procedure and personnel viewpoint.

KEY POINTS ADDRESSED:

1. Corporate/Departmental Care Strategy

- Identify key components of Customer Care
- Identify your Customer
- Process And Procedure Analysis
- Roles And Responsibilities Documentation
- Data Protection Act

2. Service Delivery Tools and Processes

- Back office vs Front line service provision
- Vision Statement for Customer Care
- Customer Complaints and Escalation Procedure
- Public Relation of Customer Relationship

MANAGING TO CARE DEVELOPMENT SESSION

KEY POINTS ADDRESSED cont.....:

3. Employing the Right Staff

- Analysis of Personnel Requirement
- Finding The Match

4. Investment in Service Personnel

- Development Courses
- Care Incentives
- Customer Care Feedback
- Staff Appraisals

5. Ongoing Measurement and Promotion of Service Delivery

- Departmental Target Provision
- Individual Target Provision
- Service Level Agreement
- Customer Satisfaction Benchmarking
- Mystery Shoppers
- Post Service Survey
- PR Feedback on Customer Care

