

Managing Customer Service

This programme has been developed for managers who are responsible for customer services in their operational area. With an ever-demanding public, who are not timid in exerting their rights, the management of customer service has become more important than ever before.

This session outlines the manager's responsibilities for customer service, as well as describing their role within the framework of the organisation's policies and procedures.

Programme objectives

By the end of this programme, delegates will be able to:

1. Identify their role as head of customer services for their section, and their responsibilities in complaint handling
2. Identify the pitfalls which can undermine the strength of services
3. Use the recruitment process to define clearly what soft skills staff need to be successful in the role
4. Use day-to-day performance management to place emphasis and focus on the service role
5. Describe the impact that a manager's behaviour may have on their team's perception of good and poor service.

Further information

The session is built around the organisation's service policy and can cover a range of issues including the management of vexatious complainants.

Duration: Half day