

Introduction

Superior Customer Service is a day long (six hours) customer service training aimed at helping public and corporate organizations to orient their staff to superior customer service. It is targeted for the middle management of organizations. It will enable the participants create a service culture in their organizations.

Objectives

Describe the state of today's customer/guest.
 Identify expectation of today's customer.
 State the importance of customer service.
 Define SERVQUAL model.
 Explain extended marketing mix (people, process, physical evidence).
 Describe service culture
 Describe six elements of professional image.
 Define the elements of superior customer service.
 Explain ways to recover from service breakdowns.

Program Outline

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|-------------------------------------|--|
| ✚ State of today's customer | ✚ Expectation of today's customers |
| ✚ Importance of customer service | ✚ Gap analysis (SERVQUAL model) |
| ✚ Extended marketing mix in service | ✚ The six elements of professional image |
| ✚ Service Culture | ✚ Elements of superior customer Service |
| ✚ Service recovery | |

Training Manual

Each participant will receive a booklet containing the materials

Award

The college will award a certificate to every participant

ADMINISTRATIVE DETAILS

FEES: MVR 1200
(Includes snacks & lunch)

DURATION: 1 day

TIME: 09:00 am – 05:00 pm

DATE: 4th March 2017
(Saturday)

For Registration:
 Fill up an application form & make the payment to Villa College
(Register and pay before 27th February 2017)

For Further Information,
 Please call: 3303249 or
 Email: corporatetraining@villacollege.edu.my