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Quality Service delivery and Customer Satisfaction in the Public Sector

Course Overview:

Customers are in a position to demand ever-increasing levels of service and quality. The public sector has responsibility and accountability for delivering efficient and effective services to communities and societies as a customer. Though public service institutions, now days, have an ever-increasing demand to deliver the best services and improve efficiency relatively compared to previous times, demands are changing in their quality requirements in the government and private sector.

Course Objectives:

At the end of this course, the participants will be able to:

- Describe how to use Quality Management tools and methods
- Build strong customer relationships
- Help influence and set customer expectations
- Measure their degree of customer focus and be able to apply a variety of methods to get closer to the customer
- Implement improved people skills to enhance customer service
- Learn how to improve Customer Satisfaction
- Improve service to internal customers as well as external customers
- Learn how to proactively manage and control expectations
- Use skills to build effective relationships

Course Coverage:

Topic 1: An Introduction to Quality Management and Customer Services:

- Introduction to Quality Management
- The History of Quality in Business
- Basic Quality concepts
- What is it that Customers want?
- How can we calculate the total cost of Quality?
- Customer satisfaction is a perception and can be managed
- Setting customer expectations

- Changing internal perceptions
- Getting closer to customers
- Understanding customer needs and expectations
- Commitment starts at the top of the organization

Topic 2: Service Quality - Tools and Techniques:

- Five Steps to Effective Quality Management
- Beginning with measurement
- Then we need methods of Control
- Continuous Improvement
- Service Quality Tools and Techniques
- Questionnaires
- Pareto Analysis
- Nominal Group Technique
- Cause and Effect Analysis
- Solution Effect Analysis
- Selection Grid

Topic 3: Managing Customer Expectations:

- Exceeding customer expectations every time
- Determining how to exceed expectations
- It's the little things that matter - increased satisfaction at minimal cost
- Asking for feedback on performance
- Ongoing evaluation of effectiveness to ensure satisfaction
- Maximize the value you deliver
- Understanding different customer styles

Topic 4: People Skills to Deliver Excellent Customer Service:

- Back to basics - communicating with our customers
- Identify Listening Styles for you and your customer
- Building Rapport
- Influencing skills
- Persuasion techniques
- Dealing with Difficult Customers
- Understanding Customer Behaviors
- Understanding where Anger comes from
- Developing Emotional Intelligence

Topic 5: Service Quality:

- A look at Quality Management Systems
- ISO, Balanced Scorecard, Six Sigma
- Producing a Plan of Action
- Improving Customer Satisfaction in 5 quick steps

Targeted Participants:

- All Business Professionals in Customer Service positions or with specific responsibilities for Service Quality and Customer Satisfaction
- Personnel and officers who are seeking to examine and enhance their service quality and customer satisfaction skills