



COURSE CODE: S14119

BETTER CUSTOMER SERVICE

TRAINING OUTLINE

This workshop helps managers to identify points of service failure within their organisations, so that they can improve customer service for all client groups. Central to this task is the mapping of the customer journey for each product and service offering.

The workshop focuses on three key topics:

- How to map the customer journey and identify points of customer contact
- Practical tips for addressing customer complaints when service failures occur
- How to design intuitive and practical Standard Operating Procedures for staff training purposes

TRAINING OVERVIEW

Delivery Mode: Workshop

Contact Hours: 3

Completion Certificate: No

PARTICIPANT PROFILE

This workshop is suitable for managers and leaders in SME and Micro Enterprises.

To enquire about eLearning, workshops or seminars, please email: learning@cramdentech.com

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