



CUSTOMER SERVICE EXCELLENCE

Introduction

Excellent Customer Service is critical to business success. Research conducted by Bain & Company over the past decade has found that a passionate commitment to building and sustaining customer advocacy is vital for any company that aims to achieve lasting revenue growth and profitability. And in these turbulent economic times, organizations are coming to the realization that Customer Service is a strategic weapon that they may use to differentiate themselves and retain their customers for long term profit and growth.

Course Objectives

The course will introduce the concept of Customer Service, its strategic importance to the organization and the elements that must be in place in order to achieve service excellence within the organization. The course will be participatory and will not only draw from participants' experiences at their work places but also from their own experiences as customers. It will provide participants with knowledge and tools that they can use - both at departmental and corporate level - to enhance their customers' experiences and therefore achieve service excellence.

Curriculum

The course curriculum will:

- The role of customer service in today's organizations
- Driving service excellence to achieve higher customer retention
- How to develop and adopt customer service systems
- Effective communication in service delivery
- Outlining a MF Manager's role in achieving Customer Service Excellence

Group exercises and best/better practices will be used to help participants understand implications of customer service experiences/decisions on MFIs. The course is designed to be very participatory using high standard adult education techniques.