



Measuring Monitoring & Improving Customer Experience

Course Level: Basic Intermediate Advance

April 9 - 10, 2018 - Karachi | April 12 - 13, 2018 - Lahore | 9:00 to 5:00 pm

Key Benefits

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

- **Explain** how to develop customer-centric culture based on a comprehensive understanding of customer expectations
- **Describe** an approach for influencing and positioning customer expectations
- **Demonstrate** an ability to analyse the gap between customer expectations and customer experience
- **Outline** a strategy for closing the gaps between customer expectations and customer experience
- **Explain** how to motivate employees to deliver superior customer service
- **Outline** a strategy for obtaining regular customer feedback



Course Facilitator:
Alan Power
MD, MPower (UK) Ltd.

• Former Head of Quality Management at Lloyds Bank, UK

• Over 2 decades of hands-on commercial experience

• An award-winning General Manager of TSB Homeloans, the home loans arm of TSB Bank, UK



For Registration & Details:

Karachi: 021-34520093, 34547141, 34520708

✉ info@octara.com 🌐 www.octara.com 📱 teamoctara

Octara is Marketing Affiliate to SweetmanCragun, USA & Blue Ocean Strategy Center, Malaysia



Helping You Succeed!



Course Facilitator
Alan Power
MD, MPower (UK) Ltd.

A former Head of Quality Management at Lloyds Bank, UK, Alan Power today heads his independent consultancy. A veteran in the field of Quality Management and Business Excellence in UK's top ranked financial and services sector. Alan, while at Lloyds Bank had developed a model for corporate leadership based on Quality Management which he describes as Leadership from the Head, Hands and Heart.

Alan Power first became aware of the Total Quality movement in 1986, while he was The Personnel Director at Mortgage Express, a UK home loans company. It was at this time that he launched his first Total Quality Management program.

As a result of the success of that program Alan was invited to set up a new company, TSB Homeloans, the home loans arm of TSB Bank, a UK retail bank. The company was established in Scotland during 1989 and Alan was General Manager until the merger of TSB Bank with Lloyds Bank in 1997.

During the period of Alan's tenure as General Manager, TSB Homeloans won the following:

- Digital Quality Award (1993)
- Quality Scotland Prize for Business Excellence (1994)
- Quality Scotland Award for Business Excellence (1996)

In addition, Mortgage Express Ltd. won the British Quality Award in 1996. Prior to taking up his general management role Alan had some 20 years experience in senior roles in human resource development.

What delegates have said about Alan Power:

“ I've learnt the application of some practical and highly valuable tools in real life. Thank you Alan for a superb workshop.
-Section Head, Corporate Planning, PARCO

Alan is an excellent speaker with outstanding presentation skills.
-Quality System and SRA Coordinator, DAL Food Industries

The course has opened my mind to a whole lot of things that I feel I can apply to my work. A great 3 days journey! Best of luck to Alan and Octara.
-Deputy General Manager, Habib Bank Limited

Mr. Power is very knowledgeable and has very good presentation techniques. It was a superb session.
-Deputy General Manager, Habib Bank Limited



Aims

The aim of this 2-day course is to introduce you to the skills needed to improve understanding of all the aspects of customer service that lead to satisfaction. This will include: understanding what influences customers' expectations and the perception of their experience; how and why gaps arise between customer expectations and the customer experience and how to close those gaps; tools and techniques for maintaining an understanding of the customer experience and how to manage complaints at a strategic level.

Methods

Presentations, Case Studies and Practical Exercises will be used to enhance the learning experience.

Course Overview

People demand quality, the service delivered, like the product purchased, must conform to the requirement of the customer. But the problem of delivering quality remains, as different customers have different expectations and this suggests that every service delivered could be unique! To add to the complexity, customers judge the value of a service based on their total experience. In essence, the criteria used to judge the experience are usually set by the customer, and these will differ from customer to customer.

Measuring service is therefore a complex process but, fundamentally, at the point of consumption it has two prime dimensions: one, the expectation of the service to be delivered and two, the experience of the service once delivered. This course features discussions, case studies and exercises to improve delegates' understanding of customer experience, measuring and monitoring customer expectations, designing effective questionnaires and other tools to help them stay ahead of their competition.

Course Agenda

DAY ONE

Developing Insights into the Drivers of Customer Satisfaction

- Using strategy-mapping tools to explore the dynamics of customer satisfaction
- Understanding key relationships within strategy maps
- Monitoring key customer metrics using the Balanced Scorecard
- **Exercise:** constructing the customer scorecard
- Review of exercise

Evaluating a Service Experience

- Exploring how customers perceive and evaluate a service experience
- Understanding the drivers of expectation
- Appreciating how your service quality is benchmarked
- Identifying the determinants of service quality
- **Exercise:** using an Affinity Diagram to develop insights into the dimensions of service quality
- Review of exercise

The Gap between Customer Expectations and Customer Experience

- Using the Service Quality Model to identify the components of service quality gaps
- Identifying potential reasons and possible solutions for each of the 4 gaps
- The market intelligence gap
- The standards gap
- The delivery gap
- The communications gap
- Using a gap analysis questionnaire to improve understanding of service quality
- How to deploy a mirror survey to help improve employee understanding of customer expectations and experience
- How to calculate a customer satisfaction index using a gap analysis questionnaire
- **Exercise:** calculating a customer satisfaction index
- Influencing and positioning customer expectations

A Customer Centric Culture

- How to develop a customer-centric culture based on a comprehensive understanding of customer expectations
- Motivating employees to deliver superior customer service
- The effects of target setting and job design on performance and motivation
- Obtaining regular customer feedback
- **Exercise:** methods for monitoring the effectiveness of customer service.
- Review of exercise

DAY TWO

Measuring and Monitoring the Quality of Customer Service Processes

- The concept of "value "
- Identifying waste in a service environment
- How to define and specify a value stream
- Using a value stream map to help expose waste and identify the value stream
- **Exercise:** constructing a value stream map
- Review of exercise

Measuring and Monitoring the Capability of your Service Delivery Processes

- The concept of "process control "
- How to deploy a control chart to measure and monitor process capability
- Understanding impact of variation and the distinction between special and common cause variation
- **Exercise:** constructing a control chart
- Review of exercise

Complaints and Complaints Management

- The benefits of getting it right
- Developing and deploying an effective complaints management process
- **Exercise:** building a complaints management checklist
- Review of exercise

Who should attend:

This course is designed for you if you work in customer services, customer relations, marketing, sales, service quality, client relations, collections, operations, complaints handling and customer support roles in all sectors of the economy, including: manufacturing, finance, health, retail, government departments, etc.



Measuring Monitoring & Improving Customer Experience

April 9 - 10, 2018 - Karachi | April 12 - 13, 2018 - Lahore | 9:00 to 5:00 pm

Workshop Investment

PKR **54,500** +SST/PST
per participant

FEE INCLUDES:

Course material, certificate of attendance, lunch, refreshments & business networking

3 Easy Ways to Register



Karachi: 021-34520093, 34520092, 34534261



register@octara.com



www.octara.com

Payment:

A confirmation letter/e-mail and invoice will be sent upon receipt of your registration form.

Note: Full payment must be received in advance to confirm enrollment.

Send your cheque in favor of **Octara Private Limited**
To: **Umair Tariq**, Admin & Accounts Executive
Octara Private Limited - 1/E-37, Block-6, P.E.C.H.S., Karachi.
Tel: 021-34520708, 03024599773

Bring this program **In-house**

This workshop can be customized to suit specific needs of your organization which may lead to significant savings & avoiding pitfalls. Please contact **Jason D'souza** at jason.bosco@octara.com or call at 0332-2422732

UPCOMING PROGRAMS

January - June 2018

Administrative Professionals Masterclass

by Anne McDougall

Best Practice in Recruitment & Selection

by Scott Hutchinson

Professional Development Toolkit

by Catherine Bentley

Emotional Intelligence Masterclass

by John Bentley

Certificate in Reliability Centered Maintenance

by Ben Stevens

Certificate in Business-Aligned IT Strategy

by Fred van Leeuwen

Human Capital Management Master class

by Tom Raftery

Enterprise Risk Management

by Philip Griffiths

Learning and Development Management

by Ian Thomson

Procurement into Future

by Andrew Skowronski

Strategic Finance and Leadership

by Ted Wainman

...& More

For Details:

Karachi: 021-34520093, 34547141, 34520708

✉ info@octara.com 🌐 www.octara.com 📱 teamoctara 🗣 teamoctara 📺 octaratraining



Helping You Succeed!