



Asia Masters Center

Quality Management of Public Services



Quality Management of Public Services

➔ Course Objective

- Establish the importance of setting and reviewing customer service standards
- Develop an understanding of internal and external customer expectations
- Communicate more effectively by utilizing active listening and questioning skills
- Demonstrate how to deal with difficult or demanding customers in a professional manner
- Set SMART objectives and goals to become more productive
- Utilize stress management techniques to increase job satisfaction

➔ Target Audience

- managers
- senior buyers
- project managers, civil engineers
- construction managers
- contractors, sub-contractors
- site engineers, senior management
- government agencies
- architects, construction professionals
- anyone responsible for purchasing at a senior level who seeks to enhance their skills further.
- Purchasing and supply chain managersProject managers



Course Outline

DAY 1

- **The Building Blocks of a Customer Centric Organisation**
- Course overview and learning objectives
- Define Customer Service Excellence
- What do you want your customer to experience?
- Practical exercise: Identify specific ways to use ‘customer service’ to enhance customer loyalty and build employee morale
- Five key steps for implementing a Customer Centric Service Model
- Serving your internal customers
- First impressions are important – What do your customers see and hear?
- Understanding your customer’s nonverbal communication

DAY 2

- **Developing a Top-Down Customer-centric Culture**
- What do customers really want from your organisation and why?
- Does the ‘customer experience’ align with your organisation’s business goals and vision/mission statement?
- What do your competitors do better or differently than you do?
- Practical exercise: What are the most admired leadership traits?
- Shaping customer expectations – perception versus reality
- Case study: Examples of companies that provide world-class customer service
- Little things make a big difference – ‘going the extra mile’
- The four customer personality types

DAY 3

- **Responding to the Voice of the Customer**
- Case study: Best and worst rated companies for customer service

- Listen, act, and deliver on customer needs
- Re-evaluate and realign the customer experience in line with demand
- Creating favorable customer service ‘touch points’ within your company
- Practical exercise: List the ways that your organisation creates positive ‘touch points’ to enhance the ‘customer experience’
- Leading and motivating others to deliver superior service levels
- The Customer Loyalty Chain
- Developing the processes that nurture customer brand loyalty

DAY 4

- **Measuring and Monitoring Customer Satisfaction**
- Why is measuring customer satisfaction important?
- Why is it critical to encourage customer complaints and feedback?
- Establishing quality customer service satisfaction measuring and monitoring standards
- Using customer centric diagnostic tools to evaluate trends, perceptions, and opportunities for performance improvement
- Best practices for recording and monitoring customer service issues
- Putting in place processes to resolve customer dissatisfaction
- Practical exercise: Customer service quality control checklist
- Strategies for working with difficult and demanding customers

DAY 5

- **Leading the Way to Customer Service Excellence!**
- The importance of attitude, teamwork, and professional development
- Developing a customer centric training program
- Setting performance goals

- Contests and employee recognition programs
- Coaching and mentoring strategies
- Methods to empower and motivate customer service employees
- What is your Action Plan?
- Course review and feedback
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- The design of financial models for forecasting and decision-making

➤ **The Feature Of Asia Master Training And Development Center**

- we pick up the customer from the airport to the hotel.
- we give the participant training bag includes all the necessary tools for the course.
- Working within groups to achieve the best results.
- All our courses are confirmed and we do not postpone or cancel the courses regardless of the number of participants in the course.
- We can assist you in booking hotels at discounted prices if you wish to book through us.
- We offer the certificate from Asia Masters Center for Training and Administrative Development.

➡ **The Cost Of The Training Program Includes The Following:**

- 1) Scientific article on flash memory.
- 2) Training Room.
- 3) Training.
- 4) Coffee break.
- 5) The training bag includes all the tools for the course.

Price (USD)

**Communicate with the training department
to know the participation fees**

➤ **There are offers and discounts for groups**

The details of the bank account

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