

# WSQ Service Excellence: Lead A Customer Focused Organization (Managerial)

This WSQ Service Excellence programme is designed to introduce competencies that raise service levels and increase the customer focus of industries in Singapore to meet and exceed global service levels. Through this course, the learner will gain the knowledge and application skills in developing customer focused strategies, communicating organisation's customer service objectives, values and standards to stakeholders, translating customer focused values into desired behaviour, demonstrating and reinforcing commitment to customers, and evaluating and improving personal customer focused leadership.



## **TARGET AUDIENCE**

Managerial staff from various service industry sectors with particular relevance to Retail; Personal Transport Services; Tourism, Hotel and Accommodation Services; and Food and Beverage industries.

The learners are assumed to have already possessed the following requirements before the course:

- Have skills and knowledge relating to the supervision of staff providing customer service in a customer service focused organisation;
- Have working knowledge of business systems and technology in a customer service oriented organisation;
- Understand the organisation's current business direction;
- Know how to access and implement existing organisational key policies and procedures; within limits of authority; and
- Know the organisation's current product and service range.

## **COURSE OBJECTIVES**

The learner will have the knowledge and skills to lead a customer focused organisation. This includes:

- Develop a customer focused strategy
- Communicate the organisation's customer service objectives, values and standards to stakeholders
- Translate customer focused values into desired behaviours
- Demonstrate and reinforce commitment to customers
- Evaluate and improve personal customer focused leadership

## **METHODOLOGY**

The methodology adopted in this workshop is one based on the principles of competency-based training, with a good combination of mini lectures, interactive activities, group and individual exercises for practical activities including role-plays and mutual sharing and feedback

## **ASSESSMENT**

Learner will have to complete the Learning Portfolio assignment within the training schedule and submit the assignment at the end of each day of training.

A 30 mins [one-to-one interview session](#) will be held 1-2 weeks from the last day of course to verify the evidence collected for the assignment and the timing will be allocated by the assessor.

## **COURSE OUTLINE**

### **1. DEVELOP A CUSTOMER FOCUSED STRATEGY**

- Consult stakeholders to engender stakeholder support and commitment.
- Ensure expectations of the business owners are being met.
- Align service provision strategies to the organisation's mission, vision and purpose statements.
- Develop objectives that are consistent with environmental trend analyses and forecasts.
- Develop strategies to meet chosen service differentiation and cost structure objectives.
- Identify a process for evaluation of service performance that is supported by key stakeholders and approved by the board or business owners.

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### COURSE OUTLINE (CONT'D)

#### **2. COMMUNICATE THE ORGANISATION'S CUSTOMER SERVICE OBJECTIVES, VALUES AND STANDARDS TO STAKEHOLDERS**

- Promote customer service objectives, values and standards in accordance with the organisation's strategic direction.
- Explain the relationship between organisational objectives, values and standards and the responsibilities of relevant organisational service groups or individuals.
- Employ communications media and language that is appropriate to individuals, groups and circumstances when interacting with customers and colleagues.
- Develop and communicate an understanding of global and local trends in customer service.
- Address customer and wider community expectations of the organisation and any other factors which may impact on service provision.



#### **3. TRANSLATE CUSTOMER FOCUSED VALUES INTO DESIRED BEHAVIOUR.**

- Facilitate the translation of customer service values into measurable, desired behaviours.
- Role model the desired behaviour.
- Endorse policies and processes that support the desired behaviour.
- Provide support for the delivery of quality service.
- Influence service teams and individuals positively to enhance organisational performance.
- Promote a customer service culture in the organisation.

#### **4. DEMONSTRATE AND REINFORCE COMMITMENT TO CUSTOMERS**

- Reinforce the importance and benefits of customer service to the organisation.
- Demonstrate management commitment to exceptional service in line with organisation values.
- Manage service recovery strategies to achieve best possible business outcomes.

#### **5. EVALUATE AND IMPROVE PERSONAL CUSTOMER FOCUSED LEADERSHIP**

- Model personal performance consistent with the service and performance standards of the organisation.
- Demonstrate self control and self regulation at all times.
- Adopt appropriate interpersonal and leadership styles to meet particular circumstances and situations.
- Set personal objectives and work program outcomes.
- Evaluate personal performance against key result areas.
- Reflect upon and improve self performance and professional competence through engagement in a range of professional development activities.

### ADMINISTRATION DETAILS

Course Dates in 2010:

- **16, 17, 23, 24 & 30 Sep 2010**
- **29 Oct & 4, 5, 11, 12 Nov 2010**

Time : 9am – 6pm

Duration: 5 days (40 hours consisting of 39.5 classroom hours and 30 minutes of review with assessor per trainee)

Normal Course Fee	: \$1444.50
Less Training Grant (TG) funding	: \$1200.00
Amt after TG	: <b>\$244.50</b>

Training Grant funding is available at 90% of fees, capped at S\$30/hour.

**Fees inclusive of 7% GST.** Please apply for training grant and absentee payroll funding via [www.skillsconnect.gov.sg](http://www.skillsconnect.gov.sg)

**Absentee Payroll** : 80% of hourly basic salary capped at \$10/ hour. For workers aged 40 years old & above with 'A' level qualifications & below, 90% of hourly basic salary capped at \$10/hour.

#### **IMPORTANT**

In order to enjoy the training grant and absentee payroll funding, the participants need to fulfill the following 4 requirements:

- Training is fully sponsored by companies, which are registered or incorporated in Singapore
- Are employees who are either Singapore Citizens or Permanent Residents (PR) of Singapore
- Attain at least 75% attendance
- Undertake all assessments in the course

**Participants will be issued a Statement of Attainment (SOA) upon successful completion and assessment of the training course.**

You may call **Kelly Choa** at 6827 6929 or email [kelly\\_choa@snef.org.sg](mailto:kelly_choa@snef.org.sg) , or **Training Hotline: 6827 6927**, email: [trg@snef.org.sg](mailto:trg@snef.org.sg) for more information or assistance.

**REGISTRATION**: For registration, please download the registration form from our website:  
[www.sqemployers.com](http://www.sqemployers.com)