

CUSTOMER SERVICE ACADEMY OF JAMAICA LIMITED

CERTIFICATE IN
SERVICE QUALITY MANAGEMENT

CONTENT DOMAIN

CERTIFICATE IN SERVICE QUALITY MANAGEMENT

Overview:

The Certificate in Service Quality Management focuses on the pivotal role managers must play in managing the service function in their organizations.

This 3-day (18-hour) program is targeted at managers and supervisors in the public and private sectors.

General Objective:

This certificate program is designed to:

- ✿ Create an appreciation of the importance of the role of management in supervising and managing the service encounter at the workplace.
- ✿ Familiarize managers and supervisors with the strategies that must be used in their role as “guardians” of the service encounter in these organizations.
- ✿ Inculcate in managers and supervisors the importance of management’s commitment to the idea of quality service.
- ✿ Appreciate the importance of constantly communicating this commitment to employees.

Program Content:

- ✿ Winning customers through service excellence
- ✿ Principles of Customer Service Management: customer strategy, employee strategy, competitive strategy
- ✿ The Characteristics of Service
- ✿ The Dimensions of Service Quality
- ✿ Commitment-Based Companies
- ✿ Focus Elements of a Customer and a Market-Driven Enterprise
- ✿ Focus Elements of a Total Quality Culture
- ✿ Benefits of a Service Culture
- ✿ The Seven Basic Underlying Beliefs of Excellent Companies
- ✿ Guidelines for the Market-Driven Manager
- ✿ Predicting Customer Needs and Wants – The Five Stages
- ✿ Customer Relationship Management

- ✿ Enhancing the Brand
- ✿ Attitude and Its Effects on Service
- ✿ Managing Customer Complaints
- ✿ The Lifetime Value of the Customer
- ✿ The Customer's Expectations of Quality
- ✿ Guidelines for the Delivery of Great Customer Service: How Customers RATE an organization's service delivery
- ✿ The Manager as Leader
- ✿ The Leadership Qualities of the Manager
- ✿ Some Considerations For Managing Tomorrow
- ✿ The Manager's Role in Setting Clear Standards
- ✿ The Manager's Role in Motivating Employees
- ✿ The Manager's Role in Building a Positive Organizational Climate
- ✿ The Manager's Role in Building a Great Team
- ✿ The Manager's Role in Empowering Employees
- ✿ The Manager's Role in Stimulating Innovation
- ✿ Strategies for Promoting and Embedding a Service Culture in an Organization
- ✿ Strategies for Managing and Supervising the Service Encounter at the Workplace

Program Methodology:

Highly interactive workshop involving individual and group work, discussion, role play, video/DVD presentation.

Program Evaluation:

The final evaluation will consist of a 2-hour multiple choice examination of 100 questions. Candidates would need to obtain a pass mark of at least 60% to be successful.