



**CUSTOMER  
SERVICE  
ACADEMY OF  
JAMAICA LTD.**

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## **The Manager's Role in Service Quality Leadership**

**Duration:** Two days

**Time:** 9am – 4pm

**For:** Managers and Heads of Departments

### **PROGRAM OBJECTIVES**

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To provide managers – the decision-makers – with the knowledge and skills for developing and embedding a service culture in the organization. They will understand the importance of their role and responsibilities in ensuring that they and their employees deliver, meet and exceed the expectations of the organization's customers every time.

### **METHODOLOGY**

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Workshop consists of lecture/discussions, visual aids, individual and group activities.

Tel: 876-754-3263  
csaj@cwjamaica.com  
www.csajonline.com

**THE MANAGER'S ROLE  
IN SERVICE QUALITY  
LEADERSHIP**

**Content Domain**

- ✚ Leadership strategy:
  - ◆ Common definitions of leadership
  - ◆ Measuring the organizational climate in the organization
  - ◆ Leadership versus Management
  - ◆ Leadership styles
  - ◆ The persona of the leader
- ✚ Employee Strategy:
  - ◆ Developing an Employee Relationship Management Program (ERM)
  - ◆ The components of ERM
- ✚ Competitive Strategy:
  - ◆ Definitional issues
  - ◆ Competitive advantage
  - ◆ Distinctive competence
  - ◆ Teaming up with the organization's customers
- ✚ Customer Strategy:
  - ◆ Defining a service strategy
  - ◆ Increasing customer retention
  - ◆ The six critical steps to "customerizing" the organization
  - ◆ Success strategies for achieving customer intimacy
  - ◆ Strategies for promoting and embedding a service culture in the organization
  - ◆ Managing the service encounter: A model of customer-employee interaction