



Management Strategies for Enhancing Customer and Staff Satisfaction

Duration: One day

Time: 9am – 4pm

For: Managers and Supervisors

PROGRAM OBJECTIVES

At the end of the workshop, participants will have an enhanced understanding of the strategies that must be embraced to ensure that customer satisfaction and employee satisfaction are met and exceeded every time.

METHODOLOGY

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

Content Domain

- The correlation between customer satisfaction and employee satisfaction
- The Customer of Today
- The Employee of Today
- The eight fundamental needs of customers and how to address them
- How customers “RRATE” an organization’s Service Quality
- Strategies for managing employee expectations, employee characteristics, and employee behavior to increase employee satisfaction
- Some easy-to-implement strategies for increasing employee satisfaction

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