



## **How to Develop a Service Excellence Program at your Organization**

Duration: Two days

Time: 9am – 4pm

For: Executive Team and Managers

### **PROGRAM OBJECTIVES**

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At the end of the workshop, participants will have a blue print for implementing a service quality program in their organization.

### **METHODOLOGY**

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

### **Content Domain**

Definition of ‘Service Excellence’

Components of the Service Excellence Program

Benefits to an organization embracing the Service Excellence Program

Developing a mission and vision for the organization

Developing a value proposition

Developing a customer philosophy for the organization

Developing an organizational promise for the organization

Developing guiding values for the organization

Developing a customer charter for the organization

Developing guiding principles (code of conduct) for the organization

Developing a team charter for the organization

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