

Developing a Service Management Strategy and Implementing Organisational Change

Description: In today's competitive climate being able to differentiate your business from others in the marketplace is vitally important. A key differentiator is the quality of Customer Service. This is true for all types of business— public or private - as increased VFM (Value for Money) is being demanded.

Good customer service doesn't just happen! It has to be planned and managed carefully.

In this course you will learn:

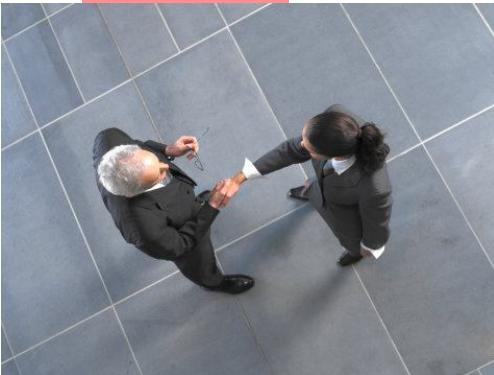
- ✧ modern service management techniques
- ✧ how to develop service management strategies
- ✧ how to implement the resultant organisational change.

Audience: Managers in service organisations looking to provide leadership, strategic direction and enhanced service through the management of change.

Duration: 2 Days + 2 Days (with practical strategic planning exercise in between)

Objectives: On completion of this course participants will:

- ✧ Have a broad understanding of how to apply the service model in any business environment
- ✧ Hit the ground running in their new service management roles and have the confidence to pick up his/her career again in a positive manner
- ✧ Be capable of implementing continuous Improvement programmes in services based organisations
- ✧ Have the capacity to identify and implement service quality measurement processes that monitor service quality
- ✧ Be confident in planning, motivating and implementing Service Management programmes that improve service quality



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Benefits: Improved Service Management Skills
Reusable Service Management Model
Improved personal confidence
Broad knowledge of benefit of technology in service
Customer satisfaction and retention
Confidence & Motivation

Quality presenters with wide business experience

Content: The changing face of Customer Service
Service Leadership & Strategy
Creating Service Excellence
The role of Communication in service
Service Awareness and Measurement
Developing a Service Management System
Understanding the role of technology in service
Managing Change
Developing a Change Strategy
Managing Transitions
Monitoring Progress
Performance Tracking



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