



POWER UP YOUR CUSTOMER SERVICE OPERATIONS

(TSC Title / Unit Code: Service Planning and Implementation / RET-CEX-4016-1.1 / TGS-2022014969)

Duration:

15.25 Hours

Overview

Just like a person that cannot live without his systems of organs that work together to carry out processes to keep him alive, an entity that operates for commercial, industrial, or professional reasons cannot create value for its customers and shareholders without an operations plan in place. The operations plan is never customer-facing, but it details the purpose of the entity, and how its people may move forward together to reach common goals.

Present technology, which allows access to information right in the palm of someone's hand in a few seconds, is a welcome evolution with a price. It provides convenience for all parties, but the resulting platforms and outlets can make communication less effective. It is more important now than ever to be able to communicate effectively when interactions are no longer fully face-to-face, especially when a customer-centric strategy is touted.

An organisation that scores 100% on customer satisfaction surveys today may only score 90% one month later. Utilising the correct metrics to measure the organisation's performance is the starting point of minimising downward trends in those subsequent customer satisfaction surveys. With measurement methods in place, organisations can act on worrying issues that could cause or force them to deviate from their operations plan.

With change being the only constant in today's world, maintaining status quo could be the undoing of an organisation. Organisations must act quickly and decisively to correct unfavourable instances that have been identified to remain competitive, and most importantly, to show their customers that they care.

Outline

This training session is built on the Rubicon Model comprising three stages of decision-making (pre-action phase forethought, action phase control and post-action phase reflection) in the subject matter of Service Analysis which covers a range of topics which **can possibly include but is not limited to the following:**

- ◆ Strategic Operational Planning
- ◆ Aligning Operational Plan with Customer Focused Strategy
- ◆ Identifying Key Performance Indicator
- ◆ Types of Corrective Actions
- ◆ Customer Centric Strategy
- ◆ Communication Methods, Platform & Plan
- ◆ Are You On The Right Track?
- ◆ Implementing Corrective Action Plans

	Self-Sponsored (SkillsFuture / PSEA Claimable) NTUC UTAP Claimable (Members Only)		Company-Sponsored		
	Singaporeans (Age 21-39 years old) & PRs (Age 21 & above)	Singaporeans (Age 40 years & above)	SME (Singaporeans & PRs aged 21 years & above)	MNC (Singaporeans aged 21-39 & PRs aged 21 & above)	MNC (Singaporeans aged 40 & above)
Full Course Fees	\$600	\$600	\$600	\$600	\$600
SSG Funding	50% of course fees	70% of course fees	70% of course fees	50% of course fees	70% of course fees
Nett Fees incl. 8% GST	\$348	\$228	\$228	\$348	\$228
Absentee Payroll Claimable	Not Applicable		Up to \$4.50 per hour		

SME - Small Medium Enterprise, MNC - Multinational Corporation