



RAMP UP YOUR SERVICE RECOVERY

(TSC Title / Unit Code: Service Challenges / RET-CEX-4008-1.1 / TGS-2021010241)

Duration:
15.25 Hours

Overview

Even with our best effort in assembling a great system to deliver quality products and services, things do go wrong and customers do complain. In the real world, we should expect and anticipate some service challenges or failures and customer dissatisfaction.

If service challenges or service lapses are inevitable, it is then crucial for organisations to have a service recovery system to manage the challenges, retain and win over upset customers. Research studies found that successful service recovery has a positive and significant effect on customer satisfaction and corporate image. Therefore, as a service coordinator or manager, you need to be aware of and analyse the various service challenges to ascertain the service delivery gaps. Service coordinators or managers can help to design a service recovery toolbox, comprising strategies and processes in place so that the service teams can execute them when things go wrong.

You need to cascade the service recovery toolbox in the form of a framework to the various stakeholders, including customers so that they can trust that there is someone looking out for them in the event that something went wrong. In an ever-changing world with new challenges such as pandemics or technological disruptions, you need to evaluate the effectiveness of the service recovery framework to see if it is still serving its purpose.

In this module, you will learn the necessary knowledge and skills to design, implement and evaluate the service recovery toolbox to manage and mitigate service challenges and negative feedback from customers.

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 Challenges which covers a range of topics which **can possibly include but is not limited to the following:**

- ◆ Types of Service Challenges
- ◆ Gap Analysis
- ◆ Analysis Methods
- ◆ Importance of A Service Recovery Toolbox
- ◆ Creating a Service Recovery Toolbox
- ◆ Stakeholder Involvement
- ◆ Cascading Information
- ◆ Criteria for Effectiveness
- ◆ Evaluating Effectiveness

	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