

Developing a customer focused service culture

16 January 2018, Manchester

22 February 2018, Central London

28 March 2018, Glasgow



Developing a customer focused service culture

Introduction

APSE training is pleased to announce the creation of a new course to help organisations benefit from developing a truly customer-focused service culture.

This training and development day is designed to provide delegates with practical tools they can use to review their existing culture, policies and procedures.

The course will show delegates how to deliver services that increase customer satisfaction, involve and motivate staff, continually improve and enhance their organisation's reputation.

Sessions will be highly interactive. Delegates will be encouraged to discuss the challenges they are currently facing, learn from good practice and take advantage of networking opportunities during the day.

Objectives

The objectives of the course are to help delegates understand how to:

- develop a truly customer-focused service culture
- use customer insight to design, deliver and monitor services
- use customer journey mapping to really understand customers' experiences
- develop a practical organisational competency framework

Key themes

- understanding the key drivers of customer satisfaction
- improving information and access
- learning from dips in performance
- turning complaints into compliments
- setting and monitoring standards
- staff professionalism and attitude
- benchmarking and learning from the best

Who will benefit from attending?

The course will be relevant to those involved in delivering front-line services including Directors, Area Managers, Customer Service Managers, Quality Managers and Performance Managers.

Duration

1 day event: Start time: **9.30 am**

Finish time: **4.30 pm**

Trainers

The course will be delivered by APSE Associate Derek Trawber, supported by Jan Kennedy, Head of APSE Training.

Derek Trawber – APSE Associate

Derek is an APSE associate consultant, with 30 years' experience working in local government operational services.

He has experience of using standards to review and implement cultural and organisational change, working across all service sectors, with a particular focus on operational services

Derek is a successful customer service consultant, assessor and trainer, with expertise in the Customer Service Excellence Standard and other quality management standards.

He is also a fully trained Customer Service Excellence assessor and quality systems auditor.

Derek is experienced in performance management, organisational development, facilities management and health and safety.

Jan Kennedy – Head of APSE Training

Jan Kennedy is Head of APSE Training and has responsibility for the learning, skills and development arm of the Association. Jan has a background in training and development, firstly as an executive training officer in central government where she gained her CIPD in Training & Development.

She moved to local government in 1999 where she joined Liverpool City Council as a member of the corporate training team. Jan has experience of managing and delivering a wide range of training and development including Liverpool's One Stop Shop training programme. Prior to joining APSE Jan managed the Lifelong Learning Employability curriculum in Adult and Community Education.

Jan holds a Certificate in Post 16 Education and a CLAIT Advanced in ICT. Jan is also qualified in level A and level B psychometric testing. Her most current study was helping learners with dyslexia.

Since joining APSE Jan regularly delivers training on a range of topics including Project Management, Leadership, Supervisory skills (across service sectors), Managing Change, Negotiation Skills, Time Management, Marketing, and Service Level Agreements. Jan works in partnership with the ICCM to deliver training modules on the bereavement journey. Jan also co-delivers on the current Master Classes on Health and Safety Issues.

Jan can be contacted at e-mail address at: jkennedy@apse.org.uk or by telephoning her on either 0161-772-1810(Office) or 07764-252-107 (Mobile).

Course Outline – Developing a customer focused service culture

09.15 - 09.30	Registration and refreshments
09.30 - 09.45	Domestics, Objectives and Ice Breaker
	Customer service
	➤ What is your experience?
	➤ The key drivers of satisfaction
10.45 - 11.00	Morning Break
11.00 - 12.30	Customer insight
	➤ Who are your customers?
	➤ What are their needs and expectations?
	➤ What can you learn from their experiences?
12.30 - 13.30	Lunch Break
13.30 - 14.15	Developing a truly customer focused service culture
	➤ Leadership
	➤ Values
	➤ Organisational competencies
14.15 – 14.45	Setting and monitoring standards
14.45 -15.00	Afternoon Break
15.15 – 15.45	Continual improvement
	➤ Learning from dips in performance
	➤ Turning complaints into compliments
	➤ Engagement and consultation
15.45 – 16.00	Next steps
	➤ Action plan
	➤ Self-assessment
	➤ Further guidance
16.00 – 16.15	Final questions
16.15 – 16.30	Evaluations, Certificates and Close

