



INTERNATIONAL  
CONSULTANTS TO BUSINESS

“... providing unique training courses designed BY Managers for Managers.”

## Management Training & Business Courses

The 30 unique training courses are part of the only program of its kind in Australia. It is for business owners, (small to medium), current managers wanting to upskill and staff intending to become a manager in the future. Trainees can select to do one or more of the 30 courses that they feel are currently relevant now in their career. Their training will also have a valuable benefit to the businesses they are working for. The courses are delivered uniquely and easily on-line, any time and on any device. Also included with the training is online tutoring, mentoring and assessment.

### Customer Service

#### 1.0 Introduction

#### 2.0 Changing to a customer focus

#### 3.0 Reforming an existing culture

3.1 Characteristics of a culture in need of reform

#### 4.0 Customer service performance

4.1 How do you measure customer satisfaction?

#### 5.0 Developing a customer service philosophy

5.1 Commitment to customer service

5.2 Developing the right attitude

5.3 Feedback

#### 6.0 Techniques for improving customer service

6.1 The unseen customer

6.2 Standards

6.3 Teamwork

#### 7.0 The next step

7.1 Can Do Culture

#### 8.0 The customer environment

8.1 Small business customers

8.2 Major corporate customers

#### 9.0 Summary

##### Purpose:

To develop and understand the key issues in providing excellent customer service.

This module will also focus on acquiring the knowledge and skills for providing and promoting these attributes.

##### Objectives:

*As an outcome of completing this topic you will be able to:*

- Identify the factors impacting on the level of service provided to customers.
- Describe the relationship of an organisation's culture in the service provided to customers.
- Describe the customer requirements for service.
- Developing a customer service philosophy.
- Understanding the customer environment.

## Introduction

Today more than ever there is a universal focus on customer service throughout the business community extending from small business to major corporate business organisations.

The issues that are under the microscope include:

- a. **Knowing your customer.**
- b. **Being customer focused.**
- c. **Adding value to your customers.**
- d. **Exceeding customer expectations.**
- e. **Winning the customer's confidence.**
- f. **Developing a customer service culture.**
- g. **Quality in customer service.**
- h. **Customer satisfaction.**

For many decades manufacturers and suppliers have benefited from a market need and corresponding demand for products and services. However, with the passage of time and the increasing capabilities of developing countries to compete with the traditional providers of these goods and services, competition has become very intense, such that customers are now most discerning in the choices they are making.

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The dominant 'take it or leave it' attitude that was around in the 50's and 60's has diminished significantly. In fact a business which exhibits this attitude today places its future in jeopardy.

Consequently organisations are now extremely sensitive towards their customer wants and needs and are using a wide range of services to:

- a. **Update themselves on market trends.**
- b. **Find out how customers are thinking.**
- c. **Improve their organisation's customer image.**
- d. **Become the best in the business.**

In this module we will examine the tools and processes that should be considered to ensure an organisation develops the most effective relationship possible with its customers. The importance of the topics covered in the course to date will also become apparent, as we develop the requirements for achieving the necessary level of customer satisfaction in order to be competitive.

**Including Online Tutoring, Mentoring and Assessment.**

**Course report available to the employer, on request.**

## Testimonials of Excellence

*"Even with my 10 years' experience in a service department as a supervisor, this course has given me more confidence and direction, I now see things from a management perspective and am able to deal with situations more competently."*

**Stephen W, OCE (Australia)**

*"My job satisfaction has increased and I believe that I am becoming a more valuable contributor to my organisations operations."*

**Lindsay W, Service Solutions P/L (Australia)**

*"Excellent, first class content. Balanced delivery. The value of this course is the scope. It covers the many aspects of management and provides a very good understanding of all the areas covered."*

**Tom McD, Siemens Nixdorf (Australia)**

*"It enables the line manager to effectively converse with, and understand other departments in an organisation."*

**Martin B, Schindler Lifts (Australia)**

**YES - we would like further information on the training courses for our staff and members, and also receive a FREE business publication.**

Contact Garry Prigg for more information -

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**Garry Prigg**  
FOUNDER AND CEO  
International  
Consultants to Business

*"These courses will be invaluable to business owners and their staff to upskill on specific business training needs."*