



A61 Manage Customer service

Learning outcomes

- **Understand the core elements required to create a positive customer experience**
- **Experienced the collection, collation and measurement of customer feedback**
- **The ability to influence others to enhance the customer experience**

Map	Section	Learning points	Key content	Time
K1	Introduction	<ul style="list-style-type: none"> • Names and experience of delegates • Outcomes for the session 	<ul style="list-style-type: none"> • Value of using names • Building rapport • Setting of outcomes on which to feedback 	15
K1	Engaging others	<ul style="list-style-type: none"> • Describe a great customer experience • What was in place to allow this to happen • What does your business have to do to achieve this 	<ul style="list-style-type: none"> • Difficult to remember – therefore effort required • What needs to be in place to deliver • What needs to be in the improvement planning process 	30
K2	Organise	<ul style="list-style-type: none"> • What are the sector trends (online, kiosk, fast access) • Identifying peak times 	<ul style="list-style-type: none"> • Understanding of what others are doing • How to identify, resource and deliver in peak times 	15
K1	Theory of experience	<ul style="list-style-type: none"> • Kano 	<ul style="list-style-type: none"> • Understanding of - Basic expectations • Understanding of - Performance • Understanding of - Delighter 	30
K1	Standards	<ul style="list-style-type: none"> • Quality Management systems • Quest/ukactice Code of Practice 	<ul style="list-style-type: none"> • Example customer charters • How to create your own charter • Sector guidance and models 	15
K3	Mystery Visit	<ul style="list-style-type: none"> • Call a site • Observe Front of House 	<ul style="list-style-type: none"> • What can be identified by observation • What can be maximised/improved 	30
K3	Dealing with challenges	<ul style="list-style-type: none"> • Rapport • Dealing with difficult customers • Dealing with compliments 	<ul style="list-style-type: none"> • Link back to introduction – value of rapport • Coping strategies • Role play both scenarios 	30
K4	Closed loop	<ul style="list-style-type: none"> • Value of confirming action date • Systems to assist • You said we did 	<ul style="list-style-type: none"> • Value of customer feeling listened to • Example IT system to provide clarity • Maximising the impact of feedback and doing something as a result 	30
K5	Customer and team feedback	<ul style="list-style-type: none"> • Go and get feedback • What did you like and what could be improved • Staff surveys 	<ul style="list-style-type: none"> • How much customers tell you if you ask • Generation of compliments and areas for improvement • What do the team think – happy motivated team = happy motivated customers 	30
K6	Net Promoter Score	<ul style="list-style-type: none"> • Introduce NPS • Why NPS • Process to measure 	<ul style="list-style-type: none"> • Understand how NPS works • Creating a heart and head referral – link back to Kano • Ongoing measure, slight lag indicator 	30
K7	Trends	<ul style="list-style-type: none"> • Review processes • Systems to assist 	<ul style="list-style-type: none"> • Value of trends • IT system example to support trend identification 	15
K8	Recommend	<ul style="list-style-type: none"> • Improvement planning • Influence business plan 	<ul style="list-style-type: none"> • Improvement planning – link to Quest • Value of customer experience objective at a high level 	30
K8	Peer to peer delivery/online	<ul style="list-style-type: none"> • What will you do differently as a result of today • How will you influence your team to be different • Examples of support 	<ul style="list-style-type: none"> • Individuals to commit to a personal improvement plan • Personal improvement plan to include developing others, online example of training 	30



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