



持續教育學院
School of Continuing Studies
Guide to Service Excellence™ for Managers
(經理人的服務卓越指南)

Course Introduction 課程簡介

In the current competitive business environment, customers have certain expectations about service. The long term survival of a company cannot simply rely on low prices, but rather on how customers feel about the value the organisation brings. Customers must want to come back for more! Successful companies know how to build customer relations to retain customers.

Service Excellence™ is a program designed specifically to help managers and management meet the challenge of providing excellent service by setting up best practices in customer service through having effective service strategy, processes, mindset, behaviours, and through building a service culture. Random and intermittent surveys on customer satisfaction provide feedback on the service level, and this input forms the basis for continuous service improvement. Staff development through training, coaching of supervisors and frontline staff to understand, improve and internalise the service culture is key to performance via retention and growth.

Course Outline 課程大綱

Great Customer Service, Great Retention and Growth

- Customer Service, Value and Impact on Profitability
- Delighting Your Customers with Service Excellence™

Best Practices and Models for Managing Customer Service

- What Customer Really Wants?
- How to Create a Plan to Deliver Excellent Service
- Standards for Service: from Scorecard to Accountability
- Servicing Soft Skills and Techniques

Customer Service Satisfaction

- Design Surveys
- Measure with Index
- Interpret Results

Internalising Service Culture through Training and Coaching

- Getting the Best from Frontline Staff
- Building Pride through Service



Learning Objectives 教學目標

At the end of the workshop, participants will be able to:

- Recognize what customer really wants
- Establish the relationship between customer service, retention and growth
- Develop a systematic approach and a practical model for managing service
- Establish best practices in providing excellent customer service
- Measure customer satisfaction and interpreting the results
- Determine service level and build service culture

Target Audience 對象 Managers and Supervisors;
經理及主管。

Instructor 導師簡介 Weelan HO 何慧蘭 小姐
Principal and Director of PGA Consulting Limited
Director of Ascent Global Services Pty Ltd (Australia)
Accredited Myers-Briggs Facilitator
Certified Trainer

About Weelan Ho

Weelan graduated from the University of London with BSc (Econ), and a Master degree in Business Analysis with the University of Lancaster in England. She has always worked internationally, bringing with her 20+years of experience helping clients improve organisational productivity, efficiency, quality, service and bottom-line results through consulting, training, coaching and organisation development

Weelan works closely with all levels of management as they are the pillars of the organisation. Her in-depth knowledge of operations, processes, human performance, and behaviours makes her uniquely suitable to be a good coach and effective facilitator.

Currently, as the Principal for PGA Consulting Limited, she works with a variety of clients including multinationals, SMEs, family-owned enterprises (FOE) across Asia Pacific in multiple industries, as well as collaborating with institutes such as the Hong Kong Management Association, in addition to conducting open training programs for PGA Consulting Limited.

Weelan writes articles relating to leadership, change management, talent management, customer service, learning and personal development that are published in T/Dialogue and E-news for the Hong Kong Institute of Accredited Accounting Technicians (HKIAAT). She reads, writes and speaks a few languages including English, Cantonese, Putonghua and the Malay Language in addition to speaking other Chinese dialects.

Medium of Instruction 授課語言 English and Supplemented with Cantonese and Putonghua depending on the needs, requirements and preference of the participants. Course material will be in English unless specifically requested for customized in-house training.

英文輔以中文及普通話教學；視乎學員或課程的需要。而教材將採用英文教學；內部培訓要求除外。

Venue 上課地點 Alameda Dr. Carlos D Assumpção 335-341, Hotline Centre, 10/F, Macau
澳門新口岸宋玉生廣場 335-341 號獲多利中心 10 樓

Course date & time 上課日期

20 Feb, 2014	Thurs 09:30 to 18:00	(Total hrs: 7.5)
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Tuition Fee 課程費用 MOP 2,200

Class Size 收生名額 15 people

All fees are non-refundable and non-transferable. (The school has full right to withdraw any course anytime).

Therefore, student is advised to consider carefully about the course time and personal situations before application.

所有費用一經繳交，恕不退還或轉讓（本院取消開辦該課程除外）。因此，報讀者於報名前，請考慮清楚上課時間及視乎個人具體情況而決定報讀與否。

Enquiries 查詢 Tel: 8796 1999 / 8796 1998 Email: scs@must.edu.mo

Website: <http://www.must.edu.mo/scs-tw/admission/diploma-certificate-programs/news>

The School of Continuing Studies develops life-long learning opportunities. Should you wish to receive information on our programs / courses, please send us an email (to scs@must.edu.mo) stating your email address in your email and “Join the mailing list” in the Subject line.

持續教育學院致力開拓終身學習機會，如欲收到本學院之課程資料，可發電郵至 scs@must.edu.mo，並提供閣下之電郵地址，標題主旨為 “加入通知群組”。

We also offer in-house training for corporations/Government Departments/schools, tailor-made with respect to your choices of topics, time, place, and group of attendees. Please contact us for more information.

我們亦為機構/政府部門/學校等提供內部培訓，按各機構不同之要求(主題/時間/地點/對象)而訂定培訓內容。請與我們聯絡。