

North of England Excellence Supporting Excellence 2012

Seven Steps to Service Excellence

"Let us take you on a journey which starts with you and leads your organisation step by step to excellence"

- Do you know why successful organisations have stopped measuring satisfaction and moved on to measure customer loyalty?
- Ever considered why so many organisations spend time and money establishing their mission, vision and values?

Getting customer focused is now recognised as being the difference that makes the difference.

This fun and highly interactive 1 Day workshop is designed to set you on a new path for 2012.

Designed for organisations that are ready to really put their customers first. If it doesn't add value for your customers, why do it? Retaining customers is becoming increasingly important so understanding why customers remain loyal is the key to future business success. This fun and interactive workshop will allow delegates to reflect on their own experiences and consider ways in which their organisation can pay attention to ensuring that staff and customers remain loyal and enthusiastic about the product, service and experience they receive.

"For us, our most important stakeholder is not our stockholders, it is our customers. We're in business to serve the needs and desires of our core customer base."

John Mackey, Whole Foods

"It's customers that made Dell great in the first place, and if we're smart enough and quick enough to listen to customer needs, we'll succeed."

Michael Dell, Dell

Objectives:

- To support you to consider that everything in your organisation starts and grows with your customer at the heart of the way you do things.
- To explore why attitudes, values and beliefs are important and can mean the difference between surviving and thriving.
- To provide an opportunity to reflect on your own values and the power you have to unlock the potential of those around you.

Content:

- Understanding Service Quality and learning about some of the latest tools and techniques for raising standards.
- Gathering feedback, really listening and then responding.
- The difference between satisfaction and loyalty, how you can fool yourself into believing your customers are happy!
- Introduction to *Putting the Customer First* TM, the National Standard for Service Excellence and how it links with the EFQM Excellence Model.

Who Should Attend:

Anyone who is involved in people and organisational improvement leading to Service Excellence and converting customers into fans.

Workshop Facilitators:

Frea O'Brien – Chief Executive of Customer First UK

As Chief Executive of the awarding body for the national standard for customer service, Frea is committed to and passionate about improving service standards across the UK service sector. Equipped with a broad range of service experience from driving strategic priorities, to implementing business operational best practice and rolling her sleeves up on the front-line, Frea brings a wealth of can-do experience to her role. From cutting her teeth in the City banking sector to running acclaimed restaurant and bars in the tourism sector, Frea is looking to share best practice about the outstanding companies and inspirational individuals who are out there leading the way in our industry.

Jennifer Walmsley – Customer First UK Practitioner

Owner of keeping customers™, Jennifer has over 20 years experience of quality management and has seen how excellent organisations get better by really listening to customers (both internal and external), then taking action to improve. As an assessor, consultant and trainer, Jennifer has worked with all types of organisations from Capita Symonds to local authorities, schools, charities and privately owned businesses. She is a huge advocate of improving service quality in the UK and encourages organisations to measure loyalty as the starting point to business excellence.

Jennifer is a North of England Excellence Associate, and assesses standards including Customer First, Carbon Action and SQM in the legal sector. She has extensive experience in facilitating EFQM self assessment and as a trained NLP Practitioner and Coach, she enjoys helping individuals and organisations to unlock their potential and thrive.

Duration and Format:

This is a one day course, starting at 9:00am and finishing at 5:00pm

Dates & Location:

21st March 2012

International Business Centre, Delta Crescent, Warrington, WA5 7WQ

Cost:

£145 Joint NoEE/BQF Members, £295 non-members

All delegates receive a copy of the Customer First Standard as a reminder of the Workshop content, and will go away with lots of simple but effective approaches to improving service delivery.

Further information & bookings

For further information or for bookings please call **01925 715245** or email: events@noee.co.uk

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