

SERVICE QUALITY AND EXCELLENCE

*Enhancing Customer Satisfaction
and Operational Efficiency*

Training Workshop



Kalipano Hotel

Dowa - Malawi

23-25 July 2025

08:00AM-16:00PM

Registration Fees:

MK1, 200, 000.00

VAT Exclusive

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Introduction

This course is designed to provide managers and professionals with the tools and techniques necessary to deliver superior service quality and achieve operational excellence. By attending this training course, participants will understand the importance of customer satisfaction, learn how to implement service quality frameworks, and develop strategies to improve service delivery. In this Social Age, the Customer experience is everything. This training course will give practical proven skills and techniques for companies to excel.

The program offers a comprehensive approach to enhancing service quality, ensuring participants can effectively apply the learned concepts to their workplace. The training course covers critical aspects such as customer expectations, service design, performance measurement, and continuous improvement, making it essential for professionals aiming to excel in service management.

Course Highlights:

- Understanding customer expectations and needs
- Designing and implementing service quality frameworks
- Measuring and analysing service performance
- Strategies for continuous service improvement
- Enhancing customer satisfaction and loyalty

Objectives

- Understand key concepts of service quality
- Develop strategies for service excellence
- Implement effective service quality frameworks
- Measure and analyze service performance
- Enhance customer satisfaction and loyalty

Training Methodology

The program encourages delegate participation through a combination of lectures, group discussion, practical exercises, case studies, video clips, and breakout sessions designed to reinforce new skills. The comprehensive training course training manual has been developed to be practical, easy to use and facilitate learning.

Organisational Impact

- Improved service quality
- Enhanced customer satisfaction
- Better operational efficiency
- Increased customer loyalty
- Higher employee engagement
- Competitive advantage in the market

Personal Impact

- Enhanced understanding of service quality
- Practical skills for service improvement
- Ability to implement quality frameworks
- Improved analytical skills for service performance
- Strategies for customer satisfaction
- Professional growth and career advancement

Who Should Attend?

- Customer Service Managers
- Quality Assurance Professionals
- Operations Managers
- Service Delivery Managers
- Any professional responsible for service quality and customer satisfaction

Course Outline

Understanding Service Quality

- Introduction to Service Quality
- Customer Expectations and Perceptions
- Key Dimensions of Service Quality
- The Service Quality Model
- Identifying Service Gaps
- Importance of Service Recovery

Designing Service Quality Frameworks

- Service Design and Standards
- Service Blueprinting
- Creating Service Quality Plans
- Role of Technology in Service Quality
- Implementing Service Quality Systems
- Practical Exercises and Examples

Measuring and Analysing Service Performance

- Key Performance Indicators (KPIs) for Service Quality
- Tools and Techniques for Measurement
- Customer Feedback and Surveys
- Data Analysis and Interpretation
- Continuous Monitoring and Reporting
- Practical Exercises and Examples

Strategies for Continuous Improvement

- Continuous Improvement Models
- Identifying Areas for Improvement
- Implementing Improvement Strategies
- Employee Involvement in Quality Improvement
- Overcoming Resistance to Change
- Practical Exercises and Examples

Enhancing Customer Satisfaction and Loyalty

- Building Customer Relationships
- Strategies for Customer Retention
- Handling Customer Complaints Effectively
- Creating a Customer-Centric Culture
- Evaluating Service Excellence Programs
- Developing Action Plans for Improvement
- Final Group Discussion and Course Wrap-up



Certificates

On successful completion of this training course, PALGNET Certificate will be awarded to the delegates

Registration Fees:

MK1,200,000

Fee Includes

Training Materials
Meals & refreshments during the day

Fee Excludes

Dinner and Accommodation

CONTACTS



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