



## DATES

October 6 - 7, 2020  
Tuesday - Wednesday  
8:30 am - 4:30 pm

## PROGRAM FEE

Php 11,800.00 (Early Eagle Rate  
until Sept. 23)  
Php 12,800.00 (Regular Rate)

## HOW TO REGISTER

### Online

[www.cce.ateneo.edu](http://www.cce.ateneo.edu)

### Email

[sales.cce@ateneo.edu](mailto:sales.cce@ateneo.edu)

### Call

+63(2)8830.2038

*Schedules and prices may  
change without prior notice.*

## Service Quality

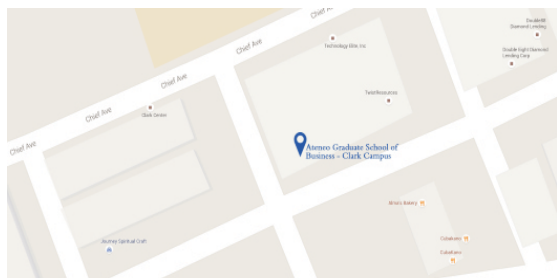
### Service Excellence Series

#### Package inclusions:

- Program fee
- Training kit
- AM/PM snacks
- Lunch
- Certificate of course completion

#### Venue:

Ateneo Graduate School of Business - Clark  
Campus Berthaphil, Ground Floor Unit 5 Clark  
Center 09, Jose Abad Santos Ave, Clark  
Freeport, Zone, 2023 Pampanga



#### CUSTOMIZED PROGRAMS

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March 10, 2020



ATENEO DE MANILA UNIVERSITY  
GRADUATE SCHOOL OF BUSINESS



technology, quality & operations management

# Service Quality Service Excellence Series



CENTER FOR CONTINUING EDUCATION

**Service Quality** is a matter of knowing your customers, designing services to meet their needs, and finally managing the service production and delivery process to their satisfaction.

This course studies service quality at a strategic level, enabling management to design customer-focused methods in their processes.

## Service Quality

### Service Excellence Series

## objectives

After the course, you will:

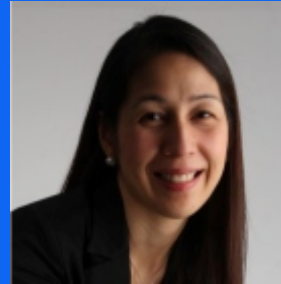
1. Understand how to critically look at customer service levels and establish if the organization is truly customer-driven;
2. Learn specific critical-to-quality attributes of customer service;
3. Set metrics to drive and monitor service quality;
4. Develop your leadership role in driving service quality in the organization; and
5. Create a framework to drive service quality implementation.

## who should attend

1. Sales, marketing and customer service personnel, supervisors, and managers of all industries; and
2. Proprietors and entrepreneurs of all industries.



## resource person



**MS. ANAMARIA M. MERCADO** is the Program Director of Six Sigma Certification Programs at the Ateneo Graduate School of Business - Center for Continuing Education. She has over 15 years experience in the field of business development and management, particularly sales and marketing. She has handled products offered in retail consumer, office, and industrial markets, working initially as a sales representative and marketing analyst, and later as a business group head. She has worked with various customers and trade partners including distributors, dealers and retailers.

Over the last few years, Ms. Mercado has concentrated on full time training - facilitating courses in sales and its disciplines, customer service and Six Sigma.

Ms. Mercado has a degree in Business Economics and post graduate units in Professional Education from the University of the Philippines. She also has a Master's degree in Business Administration from the Ateneo Graduate School of Business.

## program content

- I. Introduction to service quality
- II. The Service Quality model
  - A. Expected quality (customer expectations)
  - B. Experienced quality (technical and functional quality)
- III. Starting with the customer
  - A. Internal and external customers
  - B. Customer perceived value
  - C. Customer expectations
- IV. Setting service quality standards
  - A. Voice of Customer as a basis for service quality standards
  - B. Service metrics and goals
- V. Service quality management and monitoring
  - A. Value creation through internal customers
  - B. Employee empowerment
  - C. Service process standardization
  - D. Continuous improvement
- VI. Service quality gaps

## complementary courses

### The Art of Service Recovery

October 8, 2020

This course will help you learn methods to effectively handle complaints, transforming them into valuable consumer insights that will help your organization improve its processes, and in turn, be of better service to your customers.

### Basics of Corporate Governance

November 27, 2020

The course is a basic orientation on the concepts and applications of Corporate Governance (CG) as particularly defined under pertinent legislation and administrative issuances in the Philippines.