



DATES

February 18 -19, 2020
Tuesday - Wednesday
8:30 am - 4:30 pm

PROGRAM FEE

Php 11,800.00 (Early Eagle Rate
until Feb. 4)
Php 12,800.00 (Regular Rate)

HOW TO REGISTER

Online
www.cce.ateneo.edu

Email
sales.cce@ateneo.edu

Call
+63(2)830.2038

*Schedules and prices may
change without prior notice.*

Service Quality

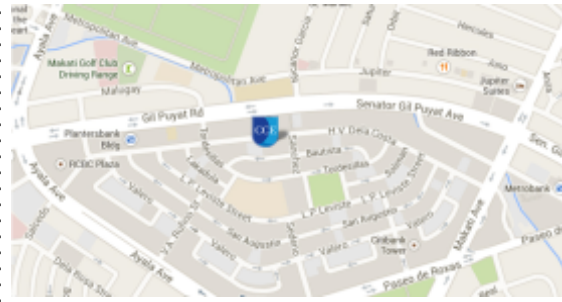
Service Excellence Series

Package inclusions:

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

Venue:

Ateneo de Manila University - Salcedo Campus
3/F Ateneo Professional Schools Bldg.,
130 H.V. Dela Costa St., Salcedo Village,
Makati City, Philippines



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September 13, 2019



ATENE0 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:

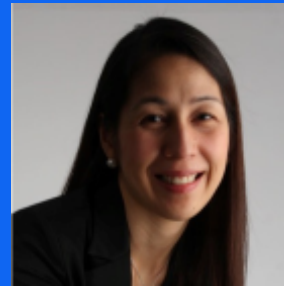
1. Understand how to critically look at customer service levels and establish if the organization is truly customer-driven;
2. Learn specific critical-to-quality attributes of customer service;
3. Set metrics to drive and monitor service quality;
4. Develop your leadership role in driving service quality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

How May I Help You? Customer Service 101 for Frontliners

January 23, 2020

This one-day course introduces service representatives/frontliners to the fundamental principles and techniques required for excellent customer service delivery.

The Art of Service Recovery

March 17, 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.