



ATENEUM DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS
CENTER FOR CONTINUING EDUCATION



Quality Management

ONLINE PROGRAM

SERVICE QUALITY

October 19-20, 26-27 2021 | via ZOOM



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ABOUT AGSB-CCE

The Ateneo Graduate School of Business - Center for Continuing Education (AGSB-CCE) was established to complement the existing Ateneo-BAP Institute of Banking, a consortium between the Ateneo de Manila University and the Bankers Association of the Philippines. It was initially known as the Basic Leadership Program (BLP) until the name was changed to Continuing Professional Education (CPE) and then finally, to Center for Continuing Education (CCE).

Under AGBS, CCE takes an active role in addressing specific industry concerns that require immediate, purposeful, and focused response. As an industry resource and partner, CCE offers continuing professional development programs that are workplace-based with immediate take-away value. Methodologies are based on business simulation, practical exercises and applications, case analyses, and focused discussions. Courses are designed, developed and delivered by industry practitioners who are noted experts in their respective fields. Together, AGBS and CCE support the Ateneo mission to promote excellence, integrity and service.



WHO SHOULD ATTEND?

- Sales, Marketing and Customer Service personnel, supervisors, and managers of all industries;
- Proprietors and entrepreneurs of all industries.

OBJECTIVES

Successful completion of this module enables the participant to:

- ➔ Understand how to critically look at customer service levels and establish if the organization is truly customer driven;
- ➔ Learn specific critical-to-quality attributes of customer service;
- ➔ Set metrics to drive and monitor service quality;
- ➔ Commit to develop his leadership role in driving service quality in the organization; and
- ➔ Create a framework to drive service quality implementation.

SERVICE QUALITY

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

This program, designed for supervisors and managers who oversee a customer-service operation, studies Service Quality at a strategic level, enabling management to design customer-focused methods in their processes..

PROGRAM OUTLINE

I. Service excellence

- A. Service excellence as a competitive advantage
- B. Service leadership to deliver service excellence

II. Service concepts

- A. Distinctive characteristics of services
- B. Goods-services mix

III. Introduction to the Service Quality model

- A. How do we define Service Quality?
- B. Components of Service Quality
 - 1. Expected quality (customer expectations)
 - 2. Experienced quality (technical and functional quality)
 - 3. Service quality dimensions

IV. The Service Quality Framework

A. Understanding the expectations of customers

- 1. Collecting the Voice-of-the-Customer (VOC)
- 2. Organizing and prioritizing VOC feedback
 - a. Affinity diagrams
 - b. Kano Model

B. Translate customer expectations into customer-driven service designs and standards

- 1. Setting customer-defined service standards
- 2. Designing and improving the service process through Service Blueprinting

C. Placing systems, processes, and people to ensure that service performance matches the designs and standards in place

- 1. Building and managing a customer-oriented team
 - a. Hiring, enabling and retaining the right people

D. Communicating the standards to the customers to manage expectations

- 1. Effective external and internal communication

V. Check Up Regularly

Check on how you are doing with

- A. A service audit system
- B. A customer feedback system
- C. An employee feedback system

VI. Leadership in a customer-focused organization

Build a Winning Team with Quality Customer Service Leadership

- A. Effective communication
- B. Reward systems in place
- C. Successful decision-making
- D. Generation of a positive force

RESOURCE PERSON



ANAMARIA M. MERCADO

Ms. Anamaria M. Mercado is a certified Six Sigma Master Black Belt and Lean Practitioner. She received her certification after six weeks of training in the US and a two-year full-time assignment as a Six Sigma Deployment Manager. She is also the Program Director of Six Sigma Certification Programs at the Ateneo Graduate School - Center for Continuing Education.

As a Deployment Manager, she helped launch the continuous improvement initiative in her former company. She managed multiple projects across the organization, improving process performance and customer satisfaction while delivering financial benefits.

Further, she has professional experience in sales and marketing management, as well as in training and development. Over the years, Ms. Mercado has concentrated on providing training and coaching services to various clients across industries, particularly in the areas of business process improvement and service excellence.

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

SERVICE QUALITY

PROGRAM DETAILS

Schedule via ZOOM:

October 19-20, 26-27 2021
(Tuesdays & Wednesdays)
6:00 - 9:30 PM

PROGRAM FEE

Php 10,000.00 (Early Eagle Rate until October 5)
Php 11,000.00 (Regular Rate)

**Schedules and prices may change without prior notice.*

INCLUSIONS

- Digital copies of the materials can be accessed through AteneoBlueCloud (Canvas LMS)
- Digital Certificate of Attendance
- Printed Certificate of Course Completion

REGISTER NOW!

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TO REGISTER



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