

# STRATEGIC CUSTOMER SERVICE

"The customer perceives service in his or her own terms"

- Arch McGill

## Introduction

Everything that we do is about providing services to customers. Some organisations provide such a diverse range of services from a variety of locations, rendering it a real challenge to ensure excellent customer service. The program outlines the strategic approach, progress to date and how the participants should plan to deliver on the strategy

Now is an appropriate time to review and refresh the strategy!

## Objective

- Formulate a strategic service vision.
- Discuss the competitive environment of services.
- Describe how a service competes using the generic service strategies.
- Discuss the service purchase decision.
- Discuss the competitive role of information in services.
- Explain the role of the virtual value chain in service innovation.
- Discuss the limits in the use of information.

## Methodology

The program will be delivered in focused modules with lots of exercises and practice opportunities. Structured learning will be employed during the program and will include, but not be limited to Instructor led sessions, Role Plays, Games, Tests & Quizzes and Action plan for participants to work on strategizing customer focus.

## Duration

16 hours

## Batch size

Maximum 16 participants

## Program Profile

Strategic Customer Service program will enable the participants in understanding the **Target Market Segments, Service Concepts, Operating Strategies** and the **Service Delivery Systems**. The program also highlights the **Competitive Environment of service** and **Different Strategies** relevant to the service environment.

The program will also encompass **customer's criteria for selecting the service provider, role of information in service** and the **stages in service firm competitiveness**.

