

Course Name:	Build Successful Customer Service for Your IT Function
Duration:	1 Day
Medium of Instruction:	Cantonese with English terminology
Award of Certificate:	Certificate of Attendance

Nature and Objectives:

IT function is usually gotten a very frustrated impression of inadequate support, slow response, misunderstanding of user requirements and expectation, even though IT people are very busy and hardworking with their job. There are many reasons contributing to this but one important factor is poor customer service skill. IT is a very specific environment, which matches technology with business requirements. IT tasks are technical basis but business / customer oriented. The course provides practical knowledge for IT professionals to establish successful customer service, which can lead to much better satisfaction with the customer.

Who Should Attend:

The course is for IT Professionals who want to extend their horizon from traditional IT supporting roles to be a contributor to the business as an internal e-marketing consultant. Since the course does not require technical knowledge, the course is also valuable for corporate executives, marketing managers, marketers, who are responsible for corporate e-marketing.

Course Outline:

Overview of Customer Service

- Customer Service in an IT environment
- Components of Customer-Focused Environment for IT profession
- Service Culture : Differences in internal IT function and as external service provider
- Quality and Customer Satisfaction
- Common Failures and Cures of Service Performance
- Building the Customer-Provider Equation

Skills for Successful Customer Service

- Identifying Customer Needs and Expectation
- Listening to the Customer
- Positive Verbal Communication

Skills for Successful Customer Service (Con't)

- Non-Verbal Communication
- Customers / Users Behaviors
- Handling Difficult Customer
- Managing Stress and Time
- Customer Service via Technology

Improving Customer Relationships

- Enhancing Customer Loyalty
- Customer Retention Modeling
- Customer Service for 21st Century

Case Studies