

TGM Newsletter



12/08

Quality Service leads to Customer Satisfaction

During these times of difficult financial restraint it is becoming extremely important to retain our existing customers and for this reason more companies than ever before are now paying greater attention to the quality of customer service. But still the problem remains that while many of those companies are talking about it, very few organisations actually do anything about making customer services better.

While customer expectations are increasing all the time, it is the perception of customers that services offered are actually getting worse. Why? Because many senior executives and managers just don't know how to go about improving customer services in their organisation.

During these difficult times all companies and organisations need to be totally committed to providing quality service to their customers as part of their customer satisfaction programme.

Your Objective has to be ...

To provide customer satisfaction experience to management and key customer interfacing people within the company and organisation. To develop their awareness and skills, to better fulfil the needs and expectations of customers by providing the highest level of customer satisfaction and to increase your profitability.

Why should you need a Customer Satisfaction Programme?

Because the world is changing, customer satisfaction is becoming more important, your customers expect it, and if you do not provide it then your competitors will dictate your business.

To create a distinctive level of customer service, management need to understand the need to manage not only what you do for the customer, but the way that you do it. Service expectations are today more variable than product expectations, and service is provided by "People," not machines.

The very fact that your management team are "team leaders" and have responsibility for teaching your key customer interfacing employees, what you will learn and the way in which you will pass your experience on to your people will affect the level of customer satisfaction in the future.

The Benefits of Customer Satisfaction Training!

Participants will benefit from a better understanding of the basics and fundamentals of customer satisfaction, while creating the opportunity to build life-long relationships with customers.

Having satisfied customers means a successful company, which in turn means profitable operations. The skills developed during training sessions if practiced, will certainly contribute towards higher levels of customer retention resulting in greater profit opportunities for your company.

The content of our customer satisfaction training programmes is based on past experience and true situations which have been faced by many other international companies in the past.

TGM Newsletter



Many of those organisations have already successfully implemented quality service and customer satisfaction programmes and are recognised today as market leaders in providing quality service.

Why Training is necessary?

TGM Abel & Berger International Ukraine is committed to supporting its customer in providing the highest level of customer satisfaction to their own customers. To reach this objective we must recognise the need to make our companies and organisations "customer driven". The important role that "management and employees" throughout the organisation will play in achieving that objective must be clearly understood.

Objectives of Training

The objectives of quality service and customer satisfaction are to understand

- The importance of quality service for all future business opportunities
- Customer perception, customer expectations, and how this affects satisfaction
- The value of a customer to the business, how to communicate with them and how to satisfy them
- The development of a quality organisation in support of customer satisfaction.

Remember!

Your customers do not know the hundreds of people that were involved in designing and building your products and it doesn't matter. But they do remember the sales person who walked with them around the facility at the time they negotiated the sale, and if they don't remember that person favourably, then they will certainly buy their product somewhere else in the future.

Additional Information

TGM Abel & Berger International Ukraine quality service and customer satisfaction training programmes are available to all companies and organisations and should you require any further information you are invited to contact our regional director Andrey Petrenko apetrenko@tgm.kiev.ua. Further information about our training and consultancy activities can also be found at our website <http://www.tgm.kiev.ua>

If you have any ideas you wish to share with us, or a specific subject you would like to know more about then please contact us and we will be happy to assist.

If this document has been forwarded to you by a friend or colleague and you would like to receive your own copy of our 'Newsletter' in the future then please send us a mail with your details. In the meantime we will be preparing our next 'Newsletter' which will be circulated next month.

Yours Sincerely

Peter Taylor
Director - International Operations

Andrey Petrenko
Regional Director – TGM Ukraine