

# ***CUSTOMER SERVICE***

<b>Component Description</b>	<b>Objectives</b>
<ul style="list-style-type: none"><li>◆ Understanding Customer Service</li><li>◆ Measuring and Assessing Customer Satisfaction</li><li>◆ Developing Customer Service Surveys</li><li>◆ Managing With A Customer Focus</li><li>◆ Implementing Service Quality Systems</li></ul>	<p>By the end of this session, participants will be able to:</p> <ul style="list-style-type: none"><li>– explain customer service concepts and their importance</li><li>– assess customer satisfaction</li><li>– assess management's and front line staff's customer service effectiveness</li><li>– develop customer service surveys</li><li>– design and implement service quality initiatives</li></ul>

