



Maximise the Customer Experience

1-day course



*This course provides tuition for
IWFM level 4 qualification unit FM4.15
See 'Professional Recognition' section below for details*

Aim

To give facilities managers the knowledge and skills to develop an excellent customer centric FM service.

Objectives

By the end of this course you will be able to describe:-

- *How to define what excellent customer service means to your organisation; their departments and teams and to individual customers.*
- *How to create a service culture with the "one team" approach to include all your suppliers and in-house staff*
- *How to align your FM Service to changing priorities between different organisational functions*
- *Managing change and cost reductions whilst retaining customer loyalty*
- *The ways in which customer relationships can be managed, evaluated and improved, using customer centric processes*
- *Why managing customer perception is important and the different methods that can be used to measure it*
- *The role of Service Level Agreements and KPI's in delivering service excellence.*
- *Ensuring your customers understand what services they can expect, how they can access them and how their own contribution matters in communicating their requests clearly and in a timely way.*
- *How to create the "customer experience" using some of the concepts and tools of Emotional Intelligence and NLP and your own individual commitment*

Description

As facilities managers, our role is to deliver service excellence and a working environment that inspires productivity in the workforce of the organisation. Together with supporting the external brand and image, this needs to be achieved within budget constraints and legal compliance. This means that in order to support the organisation's core business we have to constantly align the FM service to changing business imperatives. Only by measuring and publishing our progress and success can we demonstrate the value of modern facilities management to our customers at every level.

This course covers understanding service excellence, getting the basics right, and creating and motivating your team to deliver a friendly, professional and consistent customer experience.

Programme

- 08.45** **Registration and coffee**
- 09.15** **Welcome and Introduction**
- 09.30** **What is customer centric FM?**
How do we define customer service and relate it to the FM function
Who are our customers?
- 10.15** **Alignment of Service to business requirement**
Understanding your business. Establishing and maintaining customer relationships. Empowering staff to meet local demands. Making full use of your suppliers in achieving service excellence.
- 11.00** **Coffee break**
- 11.15** **Delivery of a Customer Centric Culture**
How to create a service culture with the “one team” approach to include all your suppliers and in-house staff Building your FM Brand.
The management of help desks, design of work request forms, communication processes and feedback loops.
- 12.00** **Measuring service excellence**
Using SLA's and KPI's. Other ways of measuring customer service perception, dealing with service failure, the no blame culture.
- 13.00** **Lunch**
- 14.00** **Perception**
What is perception? Why do we need to manage it? How do others perceive us? How do we change perception?
Identify sensitive issues where customers become emotionally involved. For example: car parking, smoking policy, toilet facilities, individual temperature/humidity preferences, personalisation of workspace, and security measures.
- 14.45** **The customer experience**
An introduction to Emotional Intelligence and NLP in understanding ourselves and others. Why we are all unique. Why communication sometimes go wrong. What can we do to make our customers feel valued.
- 15.00** **Tea Break**
- 15.15** **Managing Change**
The experience of change for ourselves, our team and our customers. What do we need to do to minimise stress for everyone. Assessing the impact of change and using risk/benefit analysis to prioritise actions.
- 17.00** **Course summary and Close**

Professional Recognition

Delegates receive a Quadrilect Ltd certificate of attendance which contributes towards their record of CPD [Continuing Professional Development].



This course also provides tuition for
IWFM level 4 qualification unit FM4.15

'Customer Focused FM' is accredited to provide tuition for the IWFM level 4 qualification unit FM4.15. Please note that this unit **alone** does not constitute a complete qualification. Please contact us on 020 7469 1398 or email info@quadrilect.co.uk for a qualifications brochure and further guidance on enrolment.

How do I book?

Telephone: 020 7469 1398

Email: info@quadrilect.co.uk

Website: www.quadrilect.com