

Saturday, May 4, 2019 – 09.30 a.m. to 1.00 p.m.

Business starts with Customer Satisfaction and ends with Customer Dissatisfaction! Engrossed, as we are, in day to day affairs of the business we tend to take the customer for granted. Little time spent interacting with customers can give us useful insights and lead to multiplication of our business volume and profits.

Every employee is engaged to serve customers – internal and external. Their service quality will improve continuously, if they keep getting customer feedback.

Each business process is meant to meet some customer need. However the way they function they may cause annoyance, embarrassment, loss, avoidable waiting, extra effort, discomfort and other unintended result. Regular customer feedback can alert us in time.

Customer feedback and follow-up action, can also lead to new products, new services, price rationalization, reduction in cost and more compliments.

Contents

- Customer Satisfaction Matrix – Satisfiers, Unnecessary cost areas, Complaint areas and Delight areas
- Standards of Excellence
- Survey methods with examples
- Follow-up Activities: TQM, Kaizen, Value Engineering,

Program Facilitator

Suresh Pandit a practicing management consultant, trainer and coach for more than 40 years, has helped, hundreds of organizations in different sectors of economy, by improving their business results through focused customer satisfaction audit and follow-through.

Fee: Rs.700/- per person including GST. (Towards programme fee, course material, lunch and refreshment). The cheque may please be drawn in the name of 'Ahmedabad Management Association.'

