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Team Power International
Where Your Winning Future Begins



**LEADERS IN APPLIED
INTERACTIVE TRAINING**

CS05E



**In-House
Training**

7 STAR CUSTOMER SERVICE

Achieve the 7 Star Rating within the UAE Star Rating Program



OVERVIEW

This program will provide delegates with the opportunity to understand and apply the processes, practices and behaviors required to achieve the highest possible star rating within the UAE Star Rating Program. Participants will fully understand what is required and what it means for them and their organization. Generic principles will be converted into specific review and analysis of their organizational, functional and individual approach to customer service, highlighting gaps and opportunities to raise standards and embed new practices with a view to achieving the highest possible star rating. Robust models, theories and frameworks for evaluation of current practices and delivery of best practice will be examined and contextualized so that delegates can leave with action plans to execute in their workplace.



PRIMARY OBJECTIVES & BENEFITS

This workshop will help participants to:

1. Understand all aspects and requirements to achieve the highest possible rating within the UAE Star Rating Program.
2. Define what a 7 star service rating will mean in their organization.
3. Understand and apply all criteria in relation to the assessment for rating level.
4. Understand & apply 'moments of truth' identification, analysis, action planning.
5. Understand and contextualize the SERVQUAL & RATER framework.
6. Create a relevant and topical 'cycles of service' charter for each step of the service cycle.
7. Identify and manage risks with regard to handovers, dilutions, overlaps, clashes in service delivery.
8. Create a 7 star service charter and action plan for their organization.
9. Understand their role in the delivery of service excellence and to leave with an action plan for the achievement of best practice.



WHO SHOULD ATTEND?

Anyone working in Customer Relations, Customer Services, Sales in any sector and in any role will gain state-of-the-art insight into best practice and the steps they need to take to raise the standard to 7 Star Customer Service.



7 STAR CUSTOMER SERVICE

Achieve the 7 Star Rating within the UAE Star Rating Program

Module 1 - UAE Service Delivery Strategy, Goals And Objectives

- History of the program to-date
- Examples of ratings awarded
- UAE 2021 Vision
- UAE Service Excellence program vision
- Strategic Directions of the program
- 7 Strategic Priorities to achieve the vision

Module 2 - Assessment Approach, Cycle, Stages And Framework

- Basic requirements for classification
- Documented assessment cycle
- Working with the assessment methods
- Governance of the star rating program
- Assessment and star rating stages
- Star rating program framework in context of your organization

Module 3 - 8 Criteria & 24 Supporting Elements

- Making sense of the 8 key criteria
- Rationalize criteria with your organization
- Making sense of the 24 elements
- Rationalize elements with your organization
- Making a priority list for concern, opportunity and action

Module 4 - The Assessment Scores Awarding

- How each criteria, element will be assessed
- The assessment score footprint model
- Percentage bands for award of star rating
- Clarity of the requirements for the achievement of 7 star rating

Module 5 - The SERVQUAL & RATER Models

- Contextualize SERVQUAL in the organization
- The RATER version of SERVQUAL
- Review, audit, analysis and action planning against these models

Module 6 - Cycles Of Service

- Identification of the 'cycles of service'
- Identification of 'complications'
- Application of the steps, standard categories
- Construction of learning & action plan from this module

Module 7 - Making The Shift To "Customer-Centric" Service Delivery

- A review and analysis of current status
- Examples of non-customer-centric delivery
- Using case studies to explore shift required
- What does 7 star best practice look like in customer-centric service delivery

Module 8 - Building A "True Service Culture"

- Alignment of vision, mission, strategy
- Communication
- Staff engagement
- CADILLAC strategy for culture development
- Pro-active management

Module 9 - Service Innovation

- Encouraging, driving innovation & creativity
- Gather suggestions, ideas and challenges
- Using customer satisfaction surveys
- Incentivized innovation
- Using MOT identification and analysis to drive service innovation and creativity

Module 10 - Executing The Project To Achieve The Desired Star Rating

- Mapping out the scope of actions required
- Priority list for improvement actions
- Evaluating performance improvement cost
- Application of well-known and lesser known project management approaches

PROGRAM HIGHLIGHT

Duration: 5 days

Date: To be Agreed with the Client Organization

Timing: 8:30 am to 2:30 pm daily

Venue: Suitable & fully equipped venue
(to be provided by Customer)

Notice required: 10 working days

Language: English or Arabic

Material: Participants will be provided with high quality handouts

Certificates: Certificates of Achievement shall be provided to participants upon successful completion of the training program

Fees: Inclusive of facilitator's fees, materials and certificates