

2009

Service Performance Lecture Series

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Bluehall Learning Services





Introducing our Service Performance Seminar Series:

Clearly effective service performance is the key to profitability. In today's tough business environment, what the customer feels – the unique, positive emotions engendered by a skilled, willing and dedicated staff, spells the difference between customer loyalty and customer indifference. Coupled with this is the material/physical apparatus of service delivery, which must be adequate, suitable and programmed to perform.

Those at the frontline of service must therefore be equipped with the right mindset, attitudes and behaviours that are needed to optimize every customer's experience. Similarly, everyone in the organisation needs to understand the alignment between a sound internal service process and customer satisfaction.

This is the crux of our Service Performance Lecture Series. Our Service Performance Seminar Series are developed to deliver transformational perspectives that enable participants deliver their best performance in the course of service delivery. The series are designed to deliver a framework of knowledge that emphasizes a proper alignment between the material and human content of service towards ensuring customer satisfaction. They equip organizations and their people with the requisite methods, mindset, skills and personal abilities and attitudes needed to understand and respond to today's significant shift in customer demands for adequate care and attention at every interaction, as well as maximum value for every purchase made.

Programme Objective:

We believe that for excellent performance, the human factor is very critical. Therefore, the key objective of the lecture series is to equip participants with the requisite skills for ensuring that service promises are kept, and the customer can attest to that.

Our Methodology:

We deploy a unique methodology that delivers value fast and assured, in a manner that **saves both time and cost**. This method cuts through the chase of irrelevancies and repetitions to focus on what is needed and relevant, and brings everyone of the same page.

Our Programmes:

| S/N | SEMINAR TITLE | DESCRIPTION | FOR WHOM | DURATION | FEES |
|-----|---|--|---|----------|--------------------|
| 1. | Achieving Exceptional Customer Service | <p>Often the critical competitive edge in becoming a market leader is reached by meeting and exceeding customers' expectations. Customer service therefore remains a fundamental driver of business success and profitability. It can also be a unique point of differentiation in a market with similarity in product/service design, product features and performance.</p> <p>Participants at this programme will be equipped with the correct understanding of the differentiating role of exceptional customer service delivery in achieving corporate growth and profitability. It will also help participants understand their personal roles in the delivery of service promises to clients, as well as develop the appropriate supporting actions, attitudes and behaviours that will ensure optimal individual performance.</p> | <p>All levels of personnel with service delivery responsibilities to customers, clients and the public</p> <p>Sales and frontline personnel in charge of essential customer contact and customer support operations</p> | 3hrs | N250,000.00 |
| 2. | Improving Human Performance in Achieving High Service Levels | <p>Often the critical competitive edge in becoming a market leader in any industry is the ability to raise the game in service delivery.</p> <p>It has been realised that most gaps in failure to deliver excellent service are usually found at the level of human performance. Usually, companies operate with the best of intentions, but the people who form the critical machinery and organs of service delivery make it difficult or impossible for</p> | <p>All levels of personnel with service delivery responsibilities to customers, clients and the public.</p> | 4hrs | N300,000.00 |

corporate objectives to be fully realised.

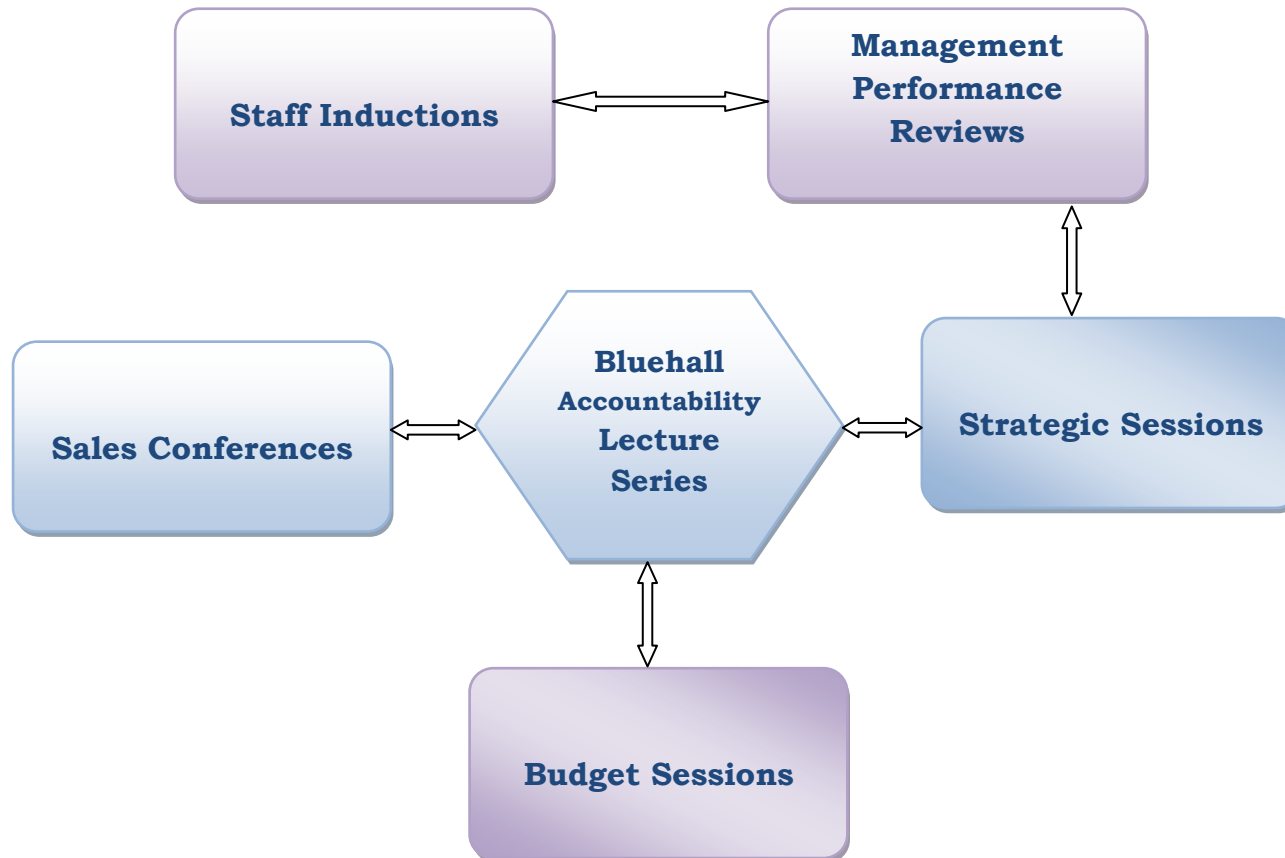
Essentially to deliver high service levels, the role of the individual is very important. In other words, human performance is very critical.

The programme is designed to ensure that participants understand their personal roles in the delivery of efficient and quality services to their clients, and to develop the appropriate supporting actions, attitudes and behaviours that will ensure that they perform optimally at all times.

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| 3. | Competency Programme for Effective Client-Centred Service Delivery | <p>Every customer-centric organisation must possess a demonstrated concern for meeting the requirements of its external and internal customers. The competencies required for this must include the appropriate personal characteristics, motives, self-concepts, knowledge and behavioral skills.</p> <p>Participants at this programme will understand customer orientation and then develop the cognitive capacity and judgement to correctly serve every type and category of client.</p> | <p>Sales and service delivery personnel involved in managing customer relationships, including key account managers</p> <p>Senior executives with significant responsibilities in administration, logistics, finance and corporate services</p> | 4hrs | N300,000.00 |
| 4. | Accountability Competencies for Effective Service Delivery | <p>Effective service delivery is the bridge to profitability. Meanwhile service delivery is usually anchored on a promise which the customer holds the company and her people accountable to. That promise must be delivered.</p> <p>This programme will equip participants with the skills for delivering on the service promise in a manner that the organisation derives maximum productivity from the actions and behaviour of its</p> | <p>All personnel with service delivery and customer inter-facing responsibilities</p> | 4 hrs | N300,000.00 |

people, while the customer also derives value from such people

DELIVERY PLATFORMS:



More information about us can be found on our website: www.bluehalladvisory.com

PROGRAMME DIRECTOR: Dipo Famakinwa (Mr.)

With about twenty years of sound professional engagements, Dipo has led numerous successful business missions, and now actively delivers perspectives on Service Delivery and Leadership Accountability Competencies. Currently works as a Consultant for Bluehall Advisory, Dipo is a member of the prestigious Obafemi Awolowo University, Ile-Ife and Lagos Business School Alumni. Dipo is supported by other eminent faculties with deep personal and professional insights, well qualified to deliver maximum value to course participants.