

Managing Customer Expectations

Duration

2 days

Instructor

Naomi Karten

Class Limit

20 students

Prerequisite

None

Price

On-site

Please contact SPC for pricing (contact information on page 2)

Public Training

\$1,095 (2 days)

*Discount available for early registration

Materials Provided

- Detailed course handout

Aligning IT with the business is one of the most prevalent issues affecting IT management, and managing customer expectations is crucial to this effort.

What do customers want, anyway? The answer need not be a mystery. As important as it is to deliver quality solutions on-time and within budget, it can be even more important to focus on how you treat your customers. Strikingly often, it is this human element of service delivery that has the greatest impact on customer satisfaction. In fact, seemingly small measures can cause customer satisfaction to soar to the top of the chart — or plunge to the bottom.

This highly interactive two-day seminar focuses on both personal effectiveness (changes participants can make in their own actions, attitudes and behavior) and organizational effectiveness (changes in policies and practices that may require support or approval by others). The principles, tools and recommendations presented will enable participants to achieve a high level of customer satisfaction.

Learning topics include:

- 5 Principles of Customer Satisfaction
- Understanding the Customer Perspective
- Building an Expectations-Managing Foundation
- Setting and Resetting Expectations
- Becoming an Information-Gathering Specialist
- Communicating with Care
- Working with Dissatisfied Customers
- Commitment-Building

Intended Audience

This seminar is ideally suited to project managers, business analysts, project team members and those who wish to gain a better understanding of how to build customer and project team integration.

TRAINING

Managing Customer Expectations

Instructor

Naomi Karten has delivered seminars and presentations to more than 100,000 people internationally to help them improve customer satisfaction, manage change, strengthen teamwork, and improve communication and consulting skills. She is the author of 5 books, 8 e-books, more than 300 articles and 18 years worth of newsletters.

Prior to forming her training and consulting business in 1984, Naomi earned a B.A. and an M.A. in psychology and gained extensive IT experience in technical, customer support and management positions.

Outline

Setting the Stage

- The challenge of becoming a skilled Expectations Manager
- Two avenues: (1) personal power and (2) organizational practices
- Setting objectives for this class

Principles of Customer Satisfaction

- The starting point in managing customer expectations: 5 key principles
- Self-assessment: what do these principles mean for you?

For more information on this or other SPC Springboard courses, please visit www.spcspringboard.com or e-mail SPC at info@spc.ca

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Understanding the Customer Perspective

- Two types of expectations and their impact on satisfaction levels
- What customer feedback reveals about expectations
- Universal grievances and pleasers
- Opportunities for improvement

Expectations-Managing Foundation

- Relationship building and its role in managing customer expectations
- Personal behavior that contributes to a strong foundation
- Organizational practices that contribute to a strong foundation

Setting and Resetting Expectations

- A model of the impact of changed / changing expectations
- Implications of this model in introducing new ideas, delivering bad news, and handling stressful circumstances
- Provider- and customer-trigger sources of expectation-related stress
- Strategies for more smoothly setting and resetting expectations

The Information-Gathering Specialist

- The order-taker syndrome and why it's prevalent
- Two key questions to guide your information-gathering
- How to draw information from customers
- The impact and risk of false assumptions
- Asking the right questions — and asking the questions right

Communicating with Care

- Common types of miscommunications
- Guarding against conflicting messages
- Communication styles and preferences

Working with Dissatisfied Customers

- Who are they, why do they act that way?
- Guidelines for handling dissatisfaction

Commitment-Building

- Key take-aways from this seminar
- Creating an action plan for change



TRAINING

