

Course Title: Managing Customer Excellence (PT207)

Level: Practitioner

Duration: 24 hours (indicative), approximately 8 weeks

Delivery method: Supported distance learning

Assessment: 1 hour multi-choice examination

Recommended Prior Learning: Introduction to Product and Service Management (FD105)

Mandatory Prior Learning: None

Overview

This course provides the practical skills required to identify different types of customers and stakeholders, gain insight into their requirements and translate requirements into their organisation's governance, assurance and improvement processes, hence driving customer excellence.

Who is it for?

This course is designed for those who are practising in quality and aspire towards middle management.

Indicative course content

- Requirements for a customer-focused organisation:
 - The organisation as a system
 - Organisational processes for listening to the external environment, including SWOT and PESTEL
 - Relationship to strategy development and stakeholder analysis
 - Relationship to strategy deployment (Hoshin-Kanri) and quality objectives
 - Customer requirements for process-based approach, product and service quality planning and improvement
 - Requirements of ISO 9001 for customer focus
 - Concepts of supply chain excellence
- Establishing customer requirements:
 - Identifying the customers
 - Understanding the different types of requirements
 - Construction and use of the Kano Model
 - Establishing critical to quality deliverables
 - Construction and use of CTQ Trees and requirements matrices
- Capturing the voice of the customer:
 - Different methods for capturing the voice of the customer
 - Techniques for interviewing the customer, focus groups and questionnaires
 - Customer survey design
 - Customer knowledge banks
 - Customer observation techniques
- Translating customer requirements:
 - Operational definitions
 - The Customer Interaction Cycle
 - Managing risk of customer dissatisfaction

- Analysis of data:
 - Types of data: qualitative, categorical, ordinal, discrete (or attributes), continuous (or variables) and the benefits/drawbacks of each
 - Data collection
 - Sampling methods (random, systematic, stratified)
 - Affinity diagram, interrelationship diagram
- Assessing customer satisfaction:
 - Cost of poor quality
 - Different data types and their benefits/drawbacks
 - Analysis of customer survey results
 - Customer journey mapping
 - The role of social media in broadcasting success or failure
- Handling customer feedback:
 - Complaint handling
 - Root cause problem solving
 - Handling positive feedback
- Innovation and new products/services:
 - Customer behaviour and product/service interaction
 - Techniques to evaluate the external environment
 - Scenario planning techniques

Delivery method

Supported distance learning. A Tutor will be assigned who will provide support and guidance throughout the course. All course materials are accessible via our web-based learning system.

Course fee

The course fee is inclusive of tutorial support, learning and assessment materials, an account for our learning system, examination and certification.

- £475 +VAT per learner

Examinations

- Examinations are online and can be arranged to be taken in your workplace where invigilation is agreed and provided by your employer.
- Additional fees will apply if you wish to undertake the examination in a paper-based format.
- If you wish to sit the examination at an examination centre (please refer to 'exam information' on <http://www.roveconsultancy.co.uk/cqi-quality-management/> for details of examination centres that support external students. Please note examination centres will charge a fee for this service. Details should be obtained directly from the representatives of these organisations.
- Please note that a fee of £65 +VAT is applicable should a re-sit be required.

How to enrol

We don't have set enrolment periods for this course so you are able to enrol at any time. Please complete the contact us box below, email info@roveconsultancy.co.uk or call 0191-6600355 and we'll get back to you.