



MARKETING
INSTITUTE OF
SINGAPORE

Building a Service Leadership Culture for Business Excellence

SERVICE EXCELLENCE

Why You Should Attend This Course:

Great service starts from the top but also in the middle. Managers, department heads and team leaders need to be successful drivers for service excellence within the organisation and their own departments. True service leadership is when every individual in the company, whether at the frontline or backend, is a leader in making the customer happy and satisfied. For organisations who serve corporate or key customer accounts, the importance of service leadership and internal service excellence is even more critical: customer loyalty requires the attention of every manager and leader; quality service requires strong teamwork across functions and departments; and the competitive advantage of the company hinges on the service orientation of each and every employee.

Learning Outcome:

Participants will gain insights, strategies and new ideas to develop service leadership and drive internal service excellence within their departments and organisation. They learn to identify service leadership traits, and renew their habits and practices to be exemplary service leaders. Through practical case studies, application and discussions, participants will learn to assess their organisation and department in terms of internal service excellence, and develop an achievable and concrete plan to improve and implement changes.

Course Outline:

Why the Need for Service Leadership and Internal Service Excellence

- Why a collective service leadership mindset is needed for B2B competitive advantage
- What is internal service and why it is important for B2B service providers
- The relationship between teamwork, internal service & service excellence
- Traits of a successful internal service culture

Becoming Great Service Leaders

- 4 Characteristics of the service leader
- Difference between leading and managing
- 5-step approach for service leadership
- Ways to improve your service leadership

Addressing Organisational and Department Obstacles

- Identify the seven sins of internal service
- Assess whether your system, policies and procedures are customer-centric
- Minimise interdepartmental conflicts that create obstacles to internal service excellence
- Optimise points of contact for customer satisfaction and not department/company convenience

Establish Internal Service Excellence for Your Company or Department

- Identify and segment your internal and external customers
- Define what your internal and external customers need from you
- Clarifying your services and standards for your customers
- Shift from a functional to contribution organisational mindset

Develop the Service Plan

- Build a mission statement for your department
- Define the department key results areas and objectives
- Orienting your people to the service plan

Date:

12 Apr 2012
29 Jun 2012

Course Fees:

S\$420.00

MIS MEMBER:
20% OFF

For Course Enquiries

Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6327 7586 / 583/ 582

Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904



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Improving Service through Redesign

- 4 types of service improvements
- Factors to consider in service design improvement
- 7 key steps in service design process
- The 3Ts of service design: Task, Tangibles, Treatment

Who Can Benefit?

Managers, executives and team leaders who are responsible to establish, improve and drive customer service initiatives. Division heads and managers who oversee non-frontline functions such as information technology, human resource, administration, marketing etc. but who needs to establish an internal and external customer-focused orientation in their departments will also benefit from this course.

Trainer's Profile:

Michelle Lim brings with her more than ten years of experience in training, people management and customer service with multinationals, SMEs as well as government organisations. Companies which have benefited from her insight and experience include Standard Chartered Bank, Singapore Press Holdings, Changi Airport Group, Singapore College of Insurance, American International Group, Institute of Banking & Finance, Inland Revenue Authority of Singapore, Ministry of Defence, Public Service Division (Prime Minister's Office) and Lee Kuan Yew School of Public Policy.

Michelle was formerly from Citi (Global Consumer Banking), where she managed high customer-impact projects in a complex cross-functional and multi-cultural environment. Her experience launching and managing major services for the bank provides her with the insight and depth in managing the end-to-end customer experience from the employee as well as organisational point of view. Her customer service background extends from B2C to B2B and G2C markets. In her B2B experience, she handled key client accounts such as SingTel, DBS, Sony and Zone Telecom. In the government sector, she was with the Ministry of Manpower, where she was one of the pioneer managers of strategic manpower planning and was involved in setting up the relationship platforms and processes of the department in relation to other statutory boards and ministries.

In her workshops, Michelle also helps participants to transform the way they speak, write and communicate with a practical inside-out approach. In her many years of communications experience in both private and public sectors, she has presented to and written reports for Ministers, CEOs, Directors and others; groups large and small; and different types of audience as well as in different types of business situations. Michelle is also trained as an image consultant by London Image Institute and Imageworks Asia, accredited by AICI (Association of Image Consultants International) based in United States.

Michelle strives to create learning that inspire, engage and transform individuals and organisations. Her workshops focus not just on the theories of training but more importantly, incorporates a practical yet powerful approach to enable participants to build confidence, apply transforming techniques and improve their workplace performance and capabilities.

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REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Building a Service Leadership Culture for Business Excellence

12 Apr 2012

29 Jun 2012

(9.00am to 5.00pm)

S\$420 (subject to 7% GST)

Includes lunch & refreshments

***Approved for SDF funding**

Please indicate if you wish to apply Yes No

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one) <input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____			

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

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