



Postgraduate Certificate in Customer Service Strategy



ONLINE CUSTOMER SERVICE ACADEMY

Revolutionise your customers' experiences and build a customer centric culture!



What you will gain from this course

Providing outstanding experiences for customers is essential for business success. To build a customer centric culture, an environment must be created in which the organisation's people, processes, resources and technology are deployed to enhance customers' experiences. Learn how to do it by taking our online, tutor-led service strategy course.

Culture change does not happen by chance, and an effective customer service strategy is often the missing link. With the right strategy in place, customers' experiences are dramatically enhanced, delivering bottom line results. The qualification will help you deliver the customer centric culture that your business needs.

Who should take this course?

The Postgraduate Certificate in Customer Service Strategy is an online qualification for directors, senior managers and stakeholders of organisations that strive to build truly customer centric service provision.

Key Features:

- Online course with expert tutor support.
- Authoritative knowledge on organisational service strategy.
- Collaboration with other strategists and managers.
- Highly relevant work-based assignments.

Course modules:

1. Describing a Customer Centric Organisation
2. Writing a Customer Service Strategy
3. Designing a Customer Centric Organisation
4. Creating Customer Advocates
5. Managing Customer Experience
6. Managing Service Performance

Learning methods:

Each of the six thought-provoking modules includes work-based activities that enable you to develop your customer service strategy as you learn. The course is collaborative, while respecting commercial confidentiality. You learn through challenging discussions how to make a difference to your own organisation.

Benefits for businesses

- Become a service leader in your sector.
- Build a deep organisational understanding of service management.
- Improve customer loyalty, employee retention and organisational performance.
- Build a platform for transformational change of your business through customer insight.
- Learn how to measure and enhance customer experience.



Benefits for individuals

- Postgraduate level course equips you to lead your organisation to become truly customer centric.
- Any time, any place learning with just an Internet connection.
- Collaborate with other service strategists.
- Relevant to your organisation and job role.
- Guidance from your own online tutor - an experienced customer service strategist - helps you make fast progress.
- Your work based assignment focuses on writing and implementing a new customer service strategy for your organisation.

Participants' views:

“ I really enjoyed the programme. It was refreshing to be able to stand back and bring myself up to date on strategy as well as really think about what customer service strategy means to my company.”

Caroline Tan

Director, Inspiring People

“ The learning content was outstanding, and totally relevant to a strategic customer service role. I developed a clear understanding of the strategic steps needed to build a customer focused company.”

Bukola Olofinjana

Service Management Consultant, TfL

Delivery format:

30-40 hours of learning, all online.

How to enrol:

For more information, or to book your place (individuals or groups), please contact us..

Email:

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