



# CUSTOMER SERVICE ANALYSIS

(TSC Title / Unit Code: Service Information and Results / RET-CEX-4011-1.1 / TGS-2021008594)

Duration:

15.25 Hours

## Overview

Customer expectations are rising rapidly just as mobile phones are evolving from a basic communication device to a gadget that provides a myriad of information, entertainment and lifestyle function. As technology equip customers with greater and quicker ways to interact with your company, it is imperative that a smooth and efficient end-to-end customer experience is in place.

A robust customer experience strategy has to be constantly renewed and reviewed as information and data are generated. Whilst many organisations look at data to support their decisions, there are opportunities to use it to drive action, continuous improvement and innovation. Having a good product and marketing strategy is not enough to retain customer's loyalty or encourage them to recommend your product or service to another person. Connecting positively with customers and ensuring that every employee in the company understands the importance of customer satisfaction is essential.

Presenting information and results to stakeholders can be challenging especially when bad news is involved. Without proper analysis and understanding of the issue, this may serve as a barrier towards the proposed improvement plan. A guided and methodical approach is key in gaining buy-in from each stakeholder. For most senior executive, data only becomes valuable when it is interpreted into actionable insights so it can be leveraged to improve customer experience and the business. Let your data speak their truth and arm yourself with solid analysis and solutions.

## Outline

This training session is built on the Rubicon Model comprising three stages of decision-making (pre-action phase forethought, action phase control and post-action phase reflection) in the subject matter of Service Leadership which covers a range of topics which **can possibly include but is not limited to the following:**

- ◆ Components of Service Quality
- ◆ Understanding the 21st Century Customer Expectation
- ◆ Customer Journey Map
- ◆ Source of Information in the Digital Age
- ◆ Data Analysis
- ◆ Identifying Stakeholders
- ◆ Communication Strategies
- ◆ Presenting Results and Findings
- ◆ Identify Service Gaps and Solutions
- ◆ Implement Service Improvement Plans

|                                                    | Self-Sponsored<br>(SkillsFuture Credit / PSEA Claimable)<br>NTUC UTAP Claimable (Members Only) |                                        | Company-Sponsored                                    |                                                           |                                          |
|----------------------------------------------------|------------------------------------------------------------------------------------------------|----------------------------------------|------------------------------------------------------|-----------------------------------------------------------|------------------------------------------|
|                                                    | Singaporeans<br>(Age 21-39 years old)<br>& PRs<br>(Age 21 & above)                             | Singaporeans<br>(Age 40 years & above) | SME<br>(Singaporeans & PRs aged<br>21 years & above) | MNC<br>(Singaporeans aged 21-39<br>& PRs aged 21 & above) | MNC<br>(Singaporeans aged<br>40 & above) |
| Full Course Fees                                   | \$600                                                                                          | \$600                                  | \$600                                                | \$600                                                     | \$600                                    |
| SkillsFuture Funding (Baseline)                    | \$300                                                                                          | \$300                                  | \$300                                                | \$300                                                     | \$300                                    |
| SkillsFuture Mid-career<br>Enhanced Subsidy        | N.A                                                                                            | \$120                                  | N.A                                                  | N.A                                                       | \$120                                    |
| SkillsFuture Enhanced Training<br>Support for SMEs | N.A                                                                                            | N.A                                    | \$120                                                | N.A                                                       | N.A                                      |
| Nett Course Fees (Before 8% GST)                   | \$300                                                                                          | \$180                                  | \$180                                                | \$300                                                     | \$180                                    |
| 8% GST on Full Course Fee                          | \$48                                                                                           | \$48                                   | \$48                                                 | \$48                                                      | \$48                                     |
| Nett Fees Payable to Wizlearn<br>incl. 8% GST      | \$348                                                                                          | \$228                                  | \$228                                                | \$348                                                     | \$228                                    |
| Total                                              | \$648                                                                                          | \$648                                  | \$648                                                | \$648                                                     | \$648                                    |

SME - Small Medium Enterprise, MNC - Multinational Corporation