



Gaining Competitive Edge through Service Excellence

2 day training program

(A) Introduction

Today we all live in Service economy. Services lie at the very core of economic activity in our society e.g. in United States 8 out of 10 jobs are created in service economy and 90% of US labour force is employed in service industry. Almost all organisations from local and federal Government to General Electric and IBM to Siemens and Infosys recognize Services as an opportunity to grow differentiate and earn profit.

(B) Service Excellence – Some Interesting Aspects

As we know Services are intangible, perishable and hard to measure and therefore cannot be touched, smelled, tasted or tried before customers buy them. Therefore achieving service excellence is not easy.

(C) Course Objectives and Contents

This course is designed to help organizations better address the fundamental concepts of Service Management, Service characteristics and how to use it effectively so as to differentiate their products and services from competition and grow in the marketplace.

Following topics will be covered in the 2 day training program:

- *Role of services in today's economy;*
- *Distinctive characteristics of service;*
- *Classification of services;*
- *Dimensions of service quality (ServQual Model);*
- *Measurement techniques for Service Quality*
- *Gaps in service quality;*
- *Service strategies to address service gaps and*

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(D) What Will You Learn and Gain from the Program

- *Difference between service quality and product quality;*
- *Challenges in the field of service quality;*
- *Dimensions of service quality;*
- *Better understand your organizations' service quality gaps and how to address these gaps;*
- *Using service quality characteristics as key differentiator for your products/ service in crowded market place;*
- *Achieve consistency in delivery of service to your internal and external customers and*
- *Create a memorable experience for your customers and win them through superior service delivery.*

(E) Who Should Attend

- *Leaders and Managers from:*
 - *Marketing;*
 - *Sales,*
 - *Product Development*
 - *Customer service and*
 - *Business Excellence/ Quality.*

(F) Tutor - Mr. Sunil Thawani

Mr. Sunil Thawani is the Chief Executive Officer of M/s. Quality Indeed Consulting Services, Canada and currently based in U.A.E. He is a leading management professional with over 28 years of experience in diverse functions in various industries like manufacturing, logistics, oil, contracting, banking, real estate etc.

He has a successful track record of assisting many organizations to successfully transform and improving their business performance in terms of quality, cost, speed,

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service, accuracy, delivery and win prestigious business excellence awards with highest score to date. He is the Author of book titled “Business Excellence Awards – Strategies for Winning”.

As Vice President – TQM and Performance Management and Organisational Development, for leading Bank in UAE, he developed and deployed Service attributes based on internationally proven ServQual model and several other high impacting strategic TQM initiatives to achieve Banks’ Mission (2003-2005) of “ To be a top quality bank and best service provider in UAE banking industry”.

His area of expertise is in the field of Business Excellence (EFQM Model), Six Sigma, Reengineering, Gemba Kaizen, Service Quality, ISO: 9000, Corporate Governance, Strategy deployment and Performance Management etc.

He is Chairman of Continual Improvement sub group, Dubai Quality Group and American Society for Quality (ASQ) Country Counsellor, UAE and 1st Fellow of ASQ in the GCC. His work can be accessed at www.qualitywaves.com

(H) Contact

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