



Singapore Quality Institute

To be a World Class Centre for Advancing, Learning and Sharing Knowledge on Quality and its Best Practices

SERVICE QUALITY EXCELLENCE THE KEY TO CUSTOMER LOYALTY

CERTIFIED SERVICE QUALITY EXECUTIVE (For Service and Manufacturing Sector)

Course Objective

- To help equip Executives in both the Service and Manufacturing sector with the tool and techniques to improve Quality and Service in their organizations and to drive their organizations towards Service Quality Excellence.

Course Contents

- Management Function
 - Quality Management Systems: ISO 9000:2000(QMS Applications)
 - Quality Planning & Management
 - Supplier Management
 - Human Resource Management: Quality Executives' focus on HRM
 - Customer Relationship Management: Strategies for successful Customer Relationship Management
- Leadership, Strategic Project Development and Deployment
 - Project Management
 - Team Leadership
 - Team Dynamics & Performance
 - Change Management: Negotiation & Conflict Resolution Techniques/ Motivation Techniques/Communication
 - Organizational Leadership: Leadership & TQM Organisational Culture
- Quality Practices and Application
 - Product Process & Material Control
 - Quality Improvement Tools : Statistics & its Application /Stratification/ Check Sheets / Histogram / Pareto Diagram / Cause & Effect Diagram / Scatter Diagram / Control Chart
 - Applications in Service Quality : / Understanding the Nature of Services / Delivery of Services / Service Measurement & Customer Satisfaction /Managing Service Staff/ Mystery Shoppers Case Study



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Course Contents

- Six Sigma & Lean Enterprise
 - Six Sigma Approach
 - Productivity & Quality Competitive Excellence : Productivity for Achieving Competitive Excellence

Course Benefits

- Provides a good insight and a thorough understanding of the Service Quality Management System
- Equips participants with the tools and techniques for Service Quality Excellence.
- Provides a clear understanding of successful Project Management
- Provides a systematic approach to Service Quality Excellence
- Provides a good perspective of the Executive's role in supporting Organisations Service Quality Excellence goals.

Entry Requirements

- A diploma or a degree with at least 1 year working experience in the Service or Quality field

Who Should Attend

- Executives
- Managers
- Anyone who is responsible for the Quality Management System in their Organisation
- Anyone who is interested in contributing to or improving the Service Quality in their Organisation

Duration

- 4 months / 93 hours

Fee

- Member :\$2,247
- Non Member: \$2696.40