

Managing Activities & Meeting Customer Needs

PLANNING TO MEET CUSTOMER REQUIREMENTS

Internal and External Customers

- Introduction
- Internal Customers
- Internal Customer Self-Evaluation of Organization Roles
- Identifying & Measuring Needs and Expectations of Internal Customers
- External Customers
- Identifying Customer Needs
- Satisfying Customer Needs

Means of Identifying Customers

- Who is the Customer?
- “Functional Definition”
- The Key Phases for Service Delivery
- Internal and External Customers

Methods of Identifying Customer Requirements

- Strategy

Techniques of Work Planning

UNDERSTANDING THE ORGANISATION

PEST / Step Market Analysis Tool

- PEST Analysis template
- SWOT Analysis example

MANAGING QUALITY

Quality and Manager

- Quality Core Values
- Differing Perceptions
- Being A ‘Quality Company

The QMS Concept

- Running A QMS
- Quality Audit
- Continuous Improvement

Total Quality Management

Cost of Quality

CUSTOMER RELATIONS

Customer Relationship Management

- What Is Customer Relationship Management, Or CRM?
- CRM Focuses on The Relationship
- CRM Conditions
- Why Do Organizations Undertake CRM?
- How CRM Impacts On The Organization
- Why Does The Organization Need CRM?
- What Do Customers Want?
- Customers' Expectations
- CRM as A Process

Key Account Management

- Key Customers
- A Key Customer As A Business Partner
- Relationship Management

PRODUCT AND SERVICE MANAGEMENT

The Product

- Concept of Product
- The Product Mix
- The Product Life-Cycle
- Extending Product Life
- New Product Development

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