



Service Priorities and Programmes Electronic Presentations

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Workshop on Customer Service Training for Frontline Supervisors of Supporting Services Department and Facilities Management Department

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Introduction

Good customer service brings various benefits. It promotes good work attitude, comforts patients and work partners, eliminates misunderstanding which causes complaints and even workplace violence. In order to promote better customer service from top down approach, i.e. from supervisors to supporting staff, and to enhance staff knowledge and awareness on the importance of customer services, Supporting Services Department organized workshop on customer service training for frontline supervisors of Supporting Services Department and Facilities Management Department between July and September in 2012.

Objectives

(1) To align supervisors' definition of "customer services" ; (2) to raise supervisor's awareness on the importance on customer services; (3) to learn the skill on identifying areas for service improvement by complaint/feedback case study; (4) to identify training need of supervisors on customer service by facilitators.

Methodology

Workshop topic includes: professional image and appearance, importance of attitude, communication skills, customer complaint/feedback case study and sharing session by former Supporting Services Department manager as guest speaker. Participants were divided into small group; each group consists of frontline supervisors of different discipline of services e.g. security, domestic and transportation, facilities maintenance etc. They shared their thinking and opinions on each topic with guidance of facilitators. An evaluation questionnaire was administered to participants after the workshop to collection feedback.

Result

41 staff participated in the workshop and 38 evaluation forms were collected. Feedbacks from participants were positive. The overall score for the workshop was 3.99 (on a 5-point scale). 87% of participants agreed or strongly agreed that they got better understanding about customer service after attending the workshop. 89% of

participants agreed or strongly agreed that the workshop raised their awareness on the importance on customer service. 82% of participants expressed that they learnt the skills to handle customer complaint/feedback. Besides, 82% of participants expressed that group discussion and case study in the workshop enlightened their thinking. Through this workshop, knowledge, awareness and skills of frontline supervisors are enhanced and therefore effective customer service and service quality improvement is anticipated. On the other hand, the workshop provides a chance for the managers to identify training need of supervisors on customer services for further training and development.