



Reengineering the Service Processes (重整服務流程工作坊)

Date 日期: 10 July 2012 (Tuesday)

Time 時間: 9:30 am – 5:00 pm

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Deadline 截止報名
22 June 2012

Objectives 目標

Under the challenges of tight manpower resources and cost controlling, how can we achieve excellent service standards? Through the workshop, the participants should be able to grasp the practical knowledge and techniques to review and reengineer customer service processes. Of which are easy and effective for maintaining optimal customer service with lower cost and manpower level.

現今人力資源不足，成本高企的情況下，企業如何能保持優質服務呢？本工作坊將透過如何檢討及重整服務流程，以實踐經驗分享，讓參加者掌握新的策略及技巧，了解現代服務取勝之道。

Workshop Outline 課程大綱

1. The sustainability of excellent service 優質服務之重要持續性
2. The impacts of manpower & costing 人力與成本衝擊
3. The stress of providing excellent service 優質服務壓力
4. Review the KPIs of service 重檢優質服務 KPIs
5. Mapping of touch points in service 製作核心服務接觸點流程圖
6. Reengineering the touch points 接觸點的優化
7. Rebuild the framework of excellent service 重建優質服務框架
8. The strategy of making change happens 執行改變的策略

Inquiry 查詢
2866-8311

www.hkrma.org/workshop

Instructor 導師:	Mr. Paul Ma & Mr. Jeff Lee (馬永基先生, 李汝強先生) KAR Consultants Limited
Target participants: 課程對象	Retail Shop Managers, Area Managers, Training Managers & Officers 零售店舖經理、區域經理、培訓主任及經理
Venue 地點:	Rm. 202, 2/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, HK 銅鑼灣禮頓道33-35號第一商業大廈2樓202室
Fee 費用:	HKRMA Members 會員: HK\$1,350 Non-HKRMA Members 非會員: HK\$2,025

Enrollment is on first-come-first-served. 名額先到先得。

惡劣天氣安排

(1) 八號颱風信號或以上:

- 全日工作坊 (9:30am-6:00pm) 及上午工作坊 (9:30am-1:00 pm) 安排: 當日上午 7 時或以後仍然懸掛, 工作坊將被取消。
- 下午工作坊 (2:30pm-6:00pm) 當日下午 1 時或以後仍然懸掛, 工作坊將被取消。
- 如工作坊被取消, 協會將視乎情況而決定是否另行舉辦, 並保留一切有關決定權。

(2) 如遇三號颱風信號或以下 或 黑色/ 紅色/ 黃色暴雨警告信號, 則如期舉行。

To: Hong Kong Retail Management Association
10/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong
Fax: 2866 8380 Tel: 2866 8311 Website: www.hkrma.org

“RETAIL WORKSHOPS” ENROLLMENT FORM

Part I: Company Information

Company Name : _____ Contact Person: _____
Tel: _____ Title: _____
E-mail: _____ Fax: _____

- Reengineering the Service Processes 重整服務流程工作坊**
(10-7-2012)

Deadline 截止報名
22 June 2012

Part II: Participation List

Name of Participant (Mr./Ms.)	Position of Participant	Contact Tel.	Email
1.			
2.			
3.			
4.			

Part III: Payment Methods (please tick where appropriate):

- Cheque Payment:**
Enclosed is a cheque for HK\$ _____ (made payable to “Hong Kong Retail Management Association Ltd”) as the fees for the workshop.
- American Express (AE) Card Payment (all information MUST be completed):**
- Card Member Name: _____
Card Number: _____ Card Member Signature: _____
Card Expiry Date: _____
Amount Due: HK\$ _____

Signature: _____ **Company Chop:** _____
Name: _____ **Date:** _____
Title: _____

Part IV: Receipt (Please complete the following if a receipt is required.)

Name (Mr./Ms.): _____ Address: _____