

5-Day DEDAT Advanced Small Micro Enterprises (SMEs) Training Programme
for
100 small micro enterprise business owners
November 2018 – March 2019
Day 1

Timing	Activity	Focus area / Objective / Outcome	Presenter
08h00 – 08h45	Registration	Customer care	Nadia Mason
09h00 – 09h15	Welcome		Nadia Mason
09h15 – 10h30	Session 1 Presentation of pre-workshop design templates and purpose	Customer service approaches	All
10h30 – 10h45	Tea break and leg stretch		
10h45 – 11h30	Session 2 (Practical training and guidelines)	Measuring customer care and service quality	All
11h30 – 12h15	Session 3 (Practical training and guidelines)	Profiling customers	All
12h15 – 13h00	Lunch		
13h00 – 13h45	Session 4 (Practical training and guidelines)	Recovering from service failure	All
13h45 – 14h30	Session 5 (Practical training and guidelines)	Complaint handling procedure	All
14h30 – 14h45	Tea break and leg stretch		
14h45 – 15h30	Session 6 (Practical training and guidelines)	Developing a customer service strategy Building customer relationships	All
15h30 – 16h30	Reflection and presentation of outcomes of the day (Practical training and guidelines)	Empowering employees to deliver quality service	All
16h30 – 16h45	Closure and way forward		Nadia Mason