



Delivering POU Customer Excellence

The BWCA POU Customer Excellence Accredited Programme

Workshop Joining Instructions

Delivered by



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Welcome

Congratulations on being invited to the BWCA's workshop on POU Customer Excellence.

This programme has been developed as having been identified as an essential need from BWCA member organisations. It has designed to help you and your business provide excellent value added customer service to your clients while completing tasks linked to POU activities.

It is a four stage programme:

1. A 60 minute online learning activity
2. One day workshop attendance
3. Workplace assessment activity
4. Certification

You will shortly be sent a user name and password that will allow you access to the POU Customer Excellence online learning section. On the BWCA online first course page you will see a video outlining the four stages of the programme.

The programme is about customer excellence for those involved with POU, it is not training on POU installation.

Do think about the people who rely on you to do your job well, they are your customers. The workshop helps you think about how you can build on the customer service as part of the BWCA customer excellence commitment.

Enjoy your learning.

Phillipa Atkinson-Clow
General Manager
BWCA

Workshop Information

- Title:** Delivering POU Customer Excellence
- Aim:** The aim of the POU Customer Excellence programme is to promote industry leading BWCA professional standards in delivering confidence and assurance to the customer through quality value added service.
- Objectives:** The objectives of the POU Customer Excellence programme are:
- To understand the role of BWCA member employees in their value added service and support to customers
 - To reflect on their day to day role and identify and develop excellence in customer service
 - To continually develop and provide value added customer excellence
- Timings:** Registration 9.15am. Workshop start 9.30am to 4.30pm
- Organiser:** Phillipa Atkinson-Clow, BWCA 01438 816380
- Facilitator:** Alec McPhedran, Skills Channel TV 0121 366 87 99
- Pre-workshop:** To be invited to this workshop, you will have successfully completed the BWCA POU Customer Excellence online knowledge course.
- You should bring along any thoughts or ideas based on completing the online element as we will be using the online responses during the day to develop your POU customer service.
- Workshop:** To get the best out of the day, please respect your workshop colleagues by thinking about the following before and during your attendance:
- No mobile phones on during the workshop sessions. Plan to have your calls covered in your absence.
 - Respecting one conversation at a time
 - Joining in all activities and supporting colleagues and their ideas
 - Acknowledging confidentiality during the day
 - Being committed to trying new ideas out following the workshop to improve customer excellence
 - Starting sessions on time and making plans to ensure full workshop attendance (Leaving early will result in not being allowed to go forward to the certificate accreditation stage)
 - Committing to completing the post workshop accreditation exercise



POU Customer Excellence

Time	Session	Outline of the Session
0915	Programme Registration	As an approved workshop, there is a short registration form to be completed for enrolling on the BWCA programme
0930	Welcome and Overview	This session outlines the aim and flow of the workshop. We also agree how we will work together during the day.
	Me the Brand	An icebreaker activity thinking about how they want to be seen by customers and how they present themselves
	Building Customer Excellence Relationships	The aim of the session is to develop skills in building relationships with customers to improve POU installation standards. The session covers communication, current customer needs trends and an activity in which we review of current customer relationship skills in customer excellence.
	POU Customer Excellence Standards	The session explores the importance and use of the standards relating to POU installation. Links are made to the BWCA standards and individual businesses
1230	Lunch	
1300	My Most Valuable Customer	A post lunch energiser where individuals present to workshop colleagues their most valuable customer and the one thing they could do to positively surprise them
	POU Customer Excellence Opportunity	The session will allow delegates to begin developing ideas to deliver improved POU value added service in line with the BWCA standards. A pairs activity to identify potential objectives to work on following the workshop.
	Post Workshop Assignment	An overview of the requirements from delegates following the workshop on the assignment requirements and timescales required to achieve BWCA certification.
	Delivering Customer Excellence	Small group work on identifying areas for improving customer excellence in individual delegates roles.
	Making Change Happen	The aim of the session is to explore the early steps of planning and managing change. Here we look at the force field analysis model specific to their ideas for implementing or improving POU customer excellence standards.
	Review of the Day	A summary of the key points from today, a review of learning and actions for moving forward.
1630	Close	

