

## Customer Satisfaction Management

### Problems To Be Addressed

Tight competition in marketing industry for marketing services and product is getting intense nowadays. This condition drives companies to provide excellent product and services for their customers. An integrated service system is needed in order to produce excellent service covering front stage service and back stage service of a company.

Furthermore the company should also know service quality provided for its customer. To achieve standard quality service, a company needs to review or evaluate its services to the customer. Various integrated research method in a series of customer services can be performed to review and evaluate customer service. In this regard, Service Blueprint can depict different means/channel through which services are delivered and show the physical evidence of the service, front line staff actions, behind the scene staff actions, and support systems

Inputs, finding and evaluation from the customers obtained from the research will help a company to perform improvement and development provided for its customers. If the customers are satisfied with the services, indirectly the customers' loyalty will increase, and it correlates positively to increase company profit.

### Objectives

Having attended this program, the participants are expected to be able to:

- Understand customer satisfaction research
- Understand and capable of undertaking service blueprint
- Understand the important of undertaking redesign service blueprint to improve the service quality

### Subjects Covered

- Introduction to the concept of integrated service quality management
- Understanding and performing service blueprint
- Redesign service blueprint
- Composing questionnaire
- Customer satisfaction research



**Who Should Attend**

- Marketing/Sales Manager
- Marketing/ Sales Supervisor
- R & D

**Price : IDR 4.200.000**

## ***Customer Satisfaction Management***

### **Menjawab Masalah Apa**

Ketatnya persaingan industri pemasaran untuk jasa dan produk yang kian tajam saat ini menuntut perusahaan untuk dapat memberikan produk serta layanan yang prima kepada para pelanggannya. Untuk menghasilkan kualitas layanan yang prima tersebut diperlukan sistem layanan yang terintegrasi, yang meliputi layanan *front stage* maupun dukungan *back stage* dari suatu perusahaan.

Selain itu perusahaan juga perlu untuk mengetahui kualitas layanan yang diberikannya kepada para pelanggannya. Untuk memenuhi hal tersebut perusahaan perlu untuk melakukan review ataupun penilaian terhadap layanan yang diberikan. Review dan penilaian ini dilakukan melalui berbagai metode riset yang terintegrasi pada setiap rangkaian layanan yang diberikan kepada pelanggannya. Rangkaian layanan ini dapat diperoleh dari gambaran *service blueprint*.

Masukan, temuan dan penilaian para pelanggan yang diperoleh dari riset ini akan sangat membantu perusahaan untuk melakukan perbaikan dan peningkatan yang diberikan kepada pelanggannya. Apabila layanan yang diberikan telah memuaskan pelanggannya, secara tidak langsung akan meningkatkan loyalitas pelanggan dan berkorelasi positif dengan peningkatan profit pada perusahaan.

### **Manfaat Apa Yang Anda Peroleh**

Setelah selesai mengikuti program ini, peserta diharapkan mampu:

- Memahami tentang riset kepuasan pelanggan
- Memahami dan mampu membuat *service blueprint* layanan
- Memahami pentingnya melakukan *redesign* terhadap *service blueprint* untuk meningkatkan kualitas layanan

### **Apa Saja Yang Dibahas**

- Pengenalan konsep pengelolaan sistem kepuasan pelanggan terpadu
- Pemahaman dan pembuatan *service blueprint* layanan
- Re-desain *service blueprint* layanan
- Pembuatan kuesioner
- Riset kepuasan pelanggan



### **Siapa yang Perlu Ikut**

- *Marketing/Sales Manager*
- *Marketing/ Sales Supervisor*
- *R & D*

# PUBLIC TRAINING

Hours

Days

Price (IDR)

## PARTICIPANTS

Staff | Spv | Mgr | Sr Mgr

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

### • DECISION SCIENCE

01	Strategic Decision Making	16	2	4,850,000								24-25			30 Jun-01 Jul		22-23		17-18	
02	Minat Indonesia - Problem Solving & Decision Making	40	5	7,500,000							26-30	23-27	16-20	13-17	04-08 25-29		10-14 31 Aug-04 Sep	28 Sep-02 Oct 19-23	09-13 30 Nov-04 Dec	14-18
03	Creative Thinking Technique	16	2	4,700,000													08-09	27-28		08-09
04	Practical Problem Solving	16	2	4,600,000								12-13		01-02			26-27		12-13	25-26

### • STRATEGIC MANAGEMENT

05	Corporate Parenting	16	2	6,000,000															12-13	
06	Company Strategic Planning	20	2.5	6,000,000								04-06		11-13				30 Sep - 02 Oct		02-04
07	Managing Organizational Change	16	2	4,600,000								25-26							21-22	
08	Business Model Canvas	20	2.5	5,000,000									28-30			01-03		15-17		09-11
09	Innovation Strategy (New)	16	2	5,500,000									08-09					16-17		
10	Managing Innovation for Organization Growth (New)	24	3	5,000,000										06-08					28-30	
11	Product Innovation Management	24	3	5,000,000										20-22						18-20

### • HUMAN RESOURCE MANAGEMENT

12	Human Resources Management	40	5	6,200,000								09-13	09-13	20-24		08-12		10-14	14-18	26-30	23-27	14-18
13	Competency Based HRM/CBHRM	20	2.5	4,650,000														29 Sep - 01 Oct	10-12			
14	Practical Job Analysis	16	2	4,200,000															21-22			
15	Designing Competency Model	16	2	4,400,000																	17-19	
16	Talent Management	16	2	4,400,000												17-18				12-13		
17	Competency Based Recruitment & Selection	24	3	4,850,000											26-28							08-10
18	Practical Behavior Based Interview	16	2	4,400,000												04-05					04-05	
19	Designing Learning Program	24	3	4,400,000									25-27					19-21			25-27	
20	Designing Training Program	24	3	4,850,000									24-26						21-23			
21	Evaluating Training Program	16	2	4,400,000										01-02						07-08		
22	Measuring Return On Training Investment - ROTI	16	2	4,500,000												10-11						02-03

### • GENERAL MANAGEMENT

23	Training for Trainers	24	3	5,750,000								17-19			11-13			19-21	30 Sep - 02oct	18-20		
24	Office Management	24	3	5,000,000											19-21				21-23			01-03
25	Filing Management (New Tittle)	16	2	4,500,000											08-09			19-20		12-13		16-17
26	Designing Standard Operating Procedure (SOP)	16	2	3,850,000								17-18		29-30		11-12		27-28		01-02	05-06	
27	Management for Professional Secretary	24	3	5,200,000									17-19			16-18				06-08		

PUBLIC TRAINING				Hours	Days	Price (IDR)	PARTICIPANTS				JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					
				Staff   Spv   Mgr   Sr Mgr																							
• MARKETING MANAGEMENT																											
28	Competitive Marketing Strategy	16	2	5,100,000									03-04			23-24		19-20	22-23		24-25						
29	Marketing Plan for Sustainable Competitive Advantage	20	2.5	4,650,000									25-27							07-09							
30	Marketing Management	24	3	5,100,000									10-12			09-11			29 Sep - 01 Oct			01-03					
31	Building Service Culture	16	2	4,200,000									22-23					09-10				16-17					
32	Customer Satisfaction Management	20	2.5	4,200,000										06-08								04-06					
33	Customer Service Orientation Enhancement	16	2	4,200,000										20-21			26-27					18-19					
34	Marketing Channel Strategy (New)	20	2.5	4,850,000												03-05					28-30						
35	Sales Management	20	2.5	4,850,000									28-30								28-30						
36	Salesmanship	16	2	4,200,000									01-02			01-02						04-05					
37	Negotiation Skill for Business	20	2.5	4,850,000									24-26	14-16		03-05			01-03	20-22		08-10					
38	Winning Product Management	20	2.5	4,850,000									28-30									11-13					
39	Digital Marketing	16	2	3,850,000									22-23								21-22						
40	Applied Marketing Research	20	2.5	4,850,000										27-29								09-11					
• OPERATION MANAGEMENT																											
41	Production/Operation Management	36	4.5	5,850,000									02-06		25-29						26-30						
42	Quality Management (New)	16	2	4,100,000										20-21							07-08						
43	Supply Chain Management	24	3	5,850,000									10-12		11-13			19-21		06-08	17-19						
44	Production/Operation Planning & Control	36	4.5	5,750,000											08-12						23-27						
45	Inventory Management	24	3	5,250,000									24-26			03-05			29 Sep - 01 Oct			01-03					
46	Purchasing Management	20	2.5	5,400,000									31 Mar - 02 Apr		23-25		25-27		20-22			15-17					
47	Warehouse Management	20	2.5	5,300,000									17-19		19-21				21-23			08-10					
48	Maintenance Management	24	3	4,950,000										05-07								03-05					
49	Distribution & Transportation Management (New)	16	2	4,100,000											04-05				22-23								
50	Project Management	24	3	6,000,000								27-29		07-09		03-05		11-13	15-17	27-29	24-26	15-17					
51	Owner's Estimate	20	2.5	4,200,000											10-12							18-20					
52	Project Procurement & Risk Management	16	2	4,100,000											16-17						12-13						
53	Operation Excellence	24	3	4,100,000									14-16						08-10								
54	Lean System (New)	16	2	4,100,000										06-07							12-13						
55	Workplace Productivity Improvement	24	3	4,100,000									22-24								21-23						
56	Work Load Analysis	16	2	4,000,000									29-30						02-03			11-12					

PUBLIC TRAINING				Hours	Days	Price (IDR)	PARTICIPANTS				JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
							Staff		Spv		Mgr		Sr Mgr									
<b>• FINANCIAL MANAGEMENT</b>																						
57	Finnon 1 : Understanding Financial Statement	20	2.5	5,500,000		•	•	•	27-29	16-18	24-26	28-30			03-05 30 Jun - 02 Jul	19-21	21-23	27-29			01-03	
58	Finnon 2 : Profit Planning & Capital Budgeting	16	2	4,400,000		•	•	•					27-28					02-03			09-10	
59	Integrated Risk Management	20	2.5	5,500,000			•	•			18-20		11-13			12-14				18-20		
60	Treasury Management	16	2	4,400,000			•	•				22-23						16-17		11-12		
61	Effective Cost Management	20	2.5	4,500,000	•	•	•			11-13			06-08					30 Sep - 02 Oct			02-04	
62	Budgeting	16	2	4,950,000	•	•	•					15-16		17-18		26-27		12-13	25-26			
63	Financial Statement Analysis	16	2	5,200,000		•	•	•		24-25		07-08		09-10				08-09		03-04	15-16	
64	Feasibility Study	20	2.5	5,500,000			•	•					20-22					09-11		18-20		
65	Internal Audit	40	5	5,100,000		•	•				09-13							28 Sep - 02 Oct				
66	Forensic Accounting & Fraud Investigation	20	2.5	4,950,000		•	•	•			31 Mar - 02 Apr				24-26						11-13	
<b>• SPECIAL PROGRAM</b>																						
67	Young Manager's Program	110	28	19,200,000	•	•						21 Apr - 05 Jun						29 Sep - 13 Nov				
68	Assessment Center Assessor Certification	40	5	9,800,000	•	•	•	•	26-30		02-06	20-24		08-12		24-28		05-09	09-13	07-11		
69	Sertifikasi Ahli Pengadaan Barang/Jasa Pemerintah	40	5	5,300,000	•	•	•	•		23-27			25-29					07-11		23-27		
70	New Product Development Professional	24	3	15,000,000		•	•	•			16-18									04-06		
71	Human Capital Management Certification (HCMC)																					
	Modul 1 : Aligning HCM strategy & Corporate Strategy	32	4	6,800,000			•	•			10-13					25-28						
	Modul 2 : Acquiring & Developing the Right Employees	24	3	5,000,000			•	•				15-17						21-23				
	Modul 3 : Retaining the Best Employee	24	3	5,000,000			•	•					20-22						28-30			
	Modul 4 : Increasing Employee Engagement	24	3	5,000,000			•	•							24-26					25-27		
<b>• MANAGING OTHERS</b>																						
72	Managing People	20	2.5	4,950,000		•	•	•			25-27			03-05				02-04		04-06		
73	Effective Leadership	16	2	5,750,000		•	•	•		10-11	17-18	14-15	19-20	16-17		19-20		12-13	10-11	15-16		
74	Managing Team Development	24	3	6,200,000		•	•						19-21						20-22			
75	Effective Supervisory Management	24	3	5,750,000		•			27-29	24-26	31 Mar-02 Apr 28-30			03-05 30 Jun - 02 Jul	11-13	08-10	06-08	03-05	01-03			
76	Leader as A Coach (New)	16	2	4,100,000		•	•	•					27-28						21-22			
<b>• PERSONAL EFFECTIVENESS</b>																						
77	Effective Business Communication	16	2	4,000,000	•	•					04-05		12-13			12-13		28-29				
78	Report Writing	20	2.5	5,000,000	•	•	•				11-13			24-26				16-18		18-20		
79	Business Presentation Skill	20	2.5	4,200,000	•	•	•					15-17						02-04				
80	Time Management	16	2	4,000,000	•	•	•			17-18		29-30		24-25		19-20		12-13	25-26			

All Program Will Be Presented In Bahasa Indonesia

**Formulir Pendaftaran Program Pengembangan Eksekutif 2015  
PPM Manajemen www.ManajemenForum.Com**

Nama Pelatihan \_\_\_\_\_  
 Tanggal \_\_\_\_\_ Pukul \_\_\_\_\_ : \_\_\_\_\_  
 Biaya \_\_\_\_\_  
 Nama Perusahaan \_\_\_\_\_  
 Alamat Surat \_\_\_\_\_  
 No. Telp. Persh \_\_\_\_\_ Fax Persh : \_\_\_\_\_  
 Contact Person \_\_\_\_\_ Telp / HP \_\_\_\_\_  
 Email \_\_\_\_\_ Jabatan \_\_\_\_\_  
 Bidang Usaha \_\_\_\_\_

No.	Nama Peserta	Bagian	Jabatan	Email	HP	L/P
1						
2						
3						
4						
5						

INFORMASI PENDAFTARAN	PEMBAYARAN
Bagian Pelayanan Pelanggan: Telp : (021) 8798-4777 : (021) 3318-3601 Fax : (021) 8799-1059 Mobile : 0815 5995 6195 E-mail : support@manajemenforum.com Website : www.manajemenforum.com  (Mohon bukti transfer difax sebelum pelatihan)	Pembayaran dilakukan secara <b>transfer</b> ke: <b>BANK MANDIRI</b> Cabang Thamrin <b>No. Rek. : 103-008528858 - 3</b> a/n: Yayasan Pendidikan & Pembinaan Manajemen  <b>BANK CENTRAL ASIA</b> Cabang Kwitang <b>No. Rek. : 6860138555</b> a/n: Yayasan Pendidikan & Pembinaan Manajemen  <div style="border: 1px solid black; padding: 5px; display: inline-block;"> <b>Tunai / Transfer</b>  <i>*)Pilih salah satu</i> </div>

**TEMPAT PENYELENGGARAAN**

PPM Manajemen - Gedung Bina Manajemen, Jl. Menteng Raya No. 9 Jakarta Pusat 10340

**PERHATIAN - KETENTUAN PEMBATALAN !**

- Denda sebesar Rp 500.000,- (lima ratus ribu rupiah) untuk pembatalan yang dilakukan 2 (dua) hari kerja sebelum tanggal penyelenggaraan.
- Denda sebesar 50% dari biaya program untuk pembatalan yang dilakukan 1 (satu) hari kerja sebelum tanggal penyelenggaraan.
- Denda sebesar 100% dari biaya program untuk pembatalan yang dilakukan pada tanggal penyelenggaraan.

Bersama ini kami konfirmasi pendaftaran nama tersebut diatas dan kami menyetujui semua ketentuan yang berlaku. Pembayaran akan kami lakukan :

Tanggal Pembayaran : ..... Transfer melalui Bank : .....

**Pendaftar,**

**Konfirmasi,**

.....  
Nama/Jabatan

.....  
Bag. Pelayanan Pelanggan PPM