

Course : Boost performance and customer satisfaction with quality after-sales service

Practical course - 2d - 14h00 - Ref. SAV

Price : 1500 CHF E.T.

The quality of an after-sales service contributes to sales performance and customer loyalty. How can you support and motivate your after-sales team to develop a spirit of customer relations and service quality? The pragmatic approach of this training course provides the methods and tools to meet these challenges.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Focusing teams on service quality
- ✓ Develop [customer relationship " employee skills
- ✓ Set objectives and organize the work of your team
- ✓ Managing difficult situations
- ✓ Managing and measuring service quality

Intended audience

Managers and heads of after-sales services, maintenance teams or hotliners.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

Self-diagnosis, role-playing, role-playing situations, construction of management tools. Individual progress plan fed throughout the course.

Teaching methods

Active, participative teaching methods. Alternating theory/practice with application to the context and experience of participants.

Course schedule

PARTICIPANTS

Managers and heads of after-sales services, maintenance teams or hotliners.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Define the tasks and scope of the after-sales service manager

- Aims of after-sales service management.
- Define your scope of intervention.
- Match the expectations of your managers with those of your team.
- Adapting management to technical teams.

Exercise

Self-diagnosis to identify your management style and associated behaviors.

2 Managing after-sales service

- Take account of after-sales service constraints in customer satisfaction.
- Helping technicians to move from a technical logic to a customer relations logic.
- Mobilize and sensitize technical teams around service quality.
- Putting service quality at the heart of management.

Role-playing

Leading a meeting of call center agents, motivating them to switch to a customer-oriented approach. Group debriefing.

3 Motivating and stimulating your team of technicians

- Adopt a manager-coach posture.
- Develop active listening skills and empathy with technicians.
- Give positive signs of recognition and encourage progress.
- Analyze customer motivations.
- Motivate your team to perform.
- Instilling a commercial culture in technical populations.
- Recognize and promote the achievements of our technicians.

Role-playing

Supporting and communicating effectively with your team. Group debriefing.

4 Leading and managing the business

- Organize balanced intervention schedules.
- Define objectives and measurement indicators.
- Focus on quality: quality of repairs, quality of reception in the center and at the customer's premises.

Exercise

Creation of management tools and quality indicators.

5 Handling difficult after-sales situations

- Know how to motivate a technician.
- Refocus on customer loyalty.
- Manage team tensions and conflicts.

Role-playing

Dealing with demotivated technicians, managing team conflicts. Group debriefing.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

6 Personal Progress Action Plan

- Self-analysis/diagnosis by each participant.
- Highlighting personal talents.
- Detect your potential and pull your lower functions upwards.

Exercise

Building a personal development plan.

Dates and locations

REMOTE CLASS

2026 : 4 June, 10 Dec.