

THE PROGRAMME

INTRODUCTION

Nowadays, customers are far more aware of the power they have and their willingness to accept inferior customer care has reduced drastically. Accordingly, the ability to achieve service distinction, increase customer satisfaction, and build loyalty and retention has become a condition for survival in today's business environment. Many organizations are therefore redefining the way they do business, offering service that is bold, fast, unexpected, innovative and customized. Executives in customer service or customer-focused functions are expected to play an important leadership role in implementing company guidelines for interaction with customers.

The Professional Diploma in Customer Service Management (PDCS) would help prepare participants for such a demanding role by offering a comprehensive overview of customer service. The programme targets not only those seeking advancement in the field of customer service but also seasoned executives who would like to renew and refine skills, and keep abreast of the latest developments in customer service management.

The diploma comprises seven modules. Each module, except "Management Report", consists of ten sessions of 3 hours.

Lecturers will be drawn from experienced and qualified practitioners and academics from local institutes of higher education.

PROGRAMME STRUCTURE

The programme consists of seven modules, with a diploma being awarded upon successful completion of the course.

TERM ONE		
CS1 Customer Service Strategy & Tools		CS2 Customer Relations & Communications
TERM TWO		
CS3 Customer Satisfaction Measurement		CS4 Customer Service Technology
TERM THREE		
CS5 Managing Customer Service Employees	CS6 Service Quality and Process Management	CS7 * Management Report

* The report may be on any aspects of Customer Service Management.

ADMISSION REQUIREMENTS

Applicants must:

1. be secondary-school graduates;
2. possess 2 or more years of working experience; and
3. have a reasonable command of written and spoken English.

LANGUAGE MEDIUM

Cantonese (supplemented with English)
Examinations and Course materials will be in English.

FEES (each module) - payable by 3 instalments

Term 1	1st instalment	2nd instalment	3rd instalment
HK\$3,000 x 2 modules	HK\$2,000	HK\$2,000	HK\$2,000

Application Fee: HK\$200

YOUR ADVANCEMENT PATH

PDCS graduates are eligible to apply for the following programmes:

Master's Degrees

- **Master of Management (Financial Management / Management / International Management / Marketing Management/ Logistics & Operations Management/ People and Performance)** Reg. 211070
Articulation via successful completion of Postgraduate Diploma for PD graduates Reg. 211318 (18 months)
Macquarie Graduate School of Management, Sydney
- **Master of Business** Reg. 211205 (within 15 months)
The University of Newcastle, Australia
- **MBA** Reg. 251861 (2 years, Chinese & English class)
University of Wales, UK

Bachelor's Degrees

- **BA(Hons) Business Studies (Business Studies / Finance / Human Resource Management / Logistics / Marketing / Tourism)** Reg. 252020 (1 year)
University of Greenwich, UK
- **BA(Hons) (Human Resource Management / Marketing Management / Global Business & Logistics Management / International Business)** Reg. 251921 / 251923 / 251920 / 251922 (1 year)
University of Huddersfield, UK
- **BA(Hons) (Business Management / Tourism Management / Leisure Management)** Reg. 251883 / 251885 / 251884 (3 years, Chinese & English class)
University of Wales, UK
- **Bachelor of Science in Business Administration (Business Management / Property & Facilities Management / Risk Management / Sales & Marketing Management / Sports & Recreation Management / Tourism & Hospitality Management)** Reg. 271560 (1.5 years)
Bulacan State University, the Philippines

Admission is on a competitive and individual basis entirely at the discretion of the respective universities. Admission criteria and procedures are set by them and are subject to change without prior notice. The Association does not give any warranty and will not accept any liability regarding the above

It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead.

EXEMPTION

Applicants can apply for exemptions for up to 2 modules of the programme before the programme commences. Application will not be accepted after the course has commenced. For details, please contact Ms Carol Chan on 2774 8506 or Ms Grace Mo on 2774 8538. The application form for exemption can be downloaded from our website (WWW.HKMA.ORG.HK/pd/pdcs).

REIMBURSABLE BY CONTINUING EDUCATION FUND (CEF)

Name of Institution: HKMA CEF Institution Code: 300 CEF Course Code: 21F02959-A
CEF Course Title: Professional Diploma in Customer Service Management

This Programme (all 7 modules) has been included to be reimbursable under the CEF. Participants MUST submit their applications directly to the Office of the CEF before the commencement of the programme. For details, please visit the website: <http://www.info.gov.hk/sfaa/cef> or contact the CEF enquiry hotline: 3142 2277.

COMPLETION OF A MODULE AND AWARD OF DIPLOMA

Satisfactory Completion of a Module

A minimum of 70% attendance is required for satisfactory completion of a module. Failure to do so will disqualify the student from sitting for the final written examination. Students must obtain an aggregate of 50% at least in the mid-term assessment and examination.

Completion of the Professional Diploma in Customer Service Programme

Completion of the Programme requires a student to pass the continuous assessments and final written examinations of all seven modules after initial registration in three consecutive terms. A candidate who has satisfied all the requirements will be awarded the Professional Diploma in Customer Service Management.

Unsatisfactory Performance in a Module

On failing any one module at the first attempt, the student may sit once only for the remedial examination by paying a fee. Participants who fail the remedial examination are allowed to retake the module by paying full module fees. However, the maximum time span for participants to complete the whole programme is 2 years.

SYLLABUS

CS1 CUSTOMER SERVICE STRATEGY AND TOOLS

This module presents an overview for creating and managing an organization dedicated to delivering seamless customer service. It helps participants develop a comprehensive understanding of the customer service industry, a working knowledge of current trends, the ability to interpret those trends, and the fundamental abilities and strategies which lead to the successful implementation of customer service.

CS2 CUSTOMER RELATIONS AND COMMUNICATIONS

This module offers valuable guidelines on enhancing customer loyalty, building lasting relationships and turning current customers into loyal customers. Subjects for discussion include segmenting and focusing on the "right customers", developing and implementing communication programmes, coaching customers to prevent problems from occurring, managing customer complaints, as well as overcoming barriers to service recovery and customer retention.

CS3 CUSTOMER SATISFACTION MEASUREMENT

This module reveals how to systematically listen to the voice of the customer by developing an overall strategy for measuring and applying customer-generated feedback. Areas covered include identifying what is important to customers, and designing, implementing and analysing satisfaction measurement programmes.

CS4 CUSTOMER SERVICE TECHNOLOGY

This module explores the technical and strategic issues of tapping into the latest technology, that is, how companies are planning, purchasing and implementing new technologies, the problems they have faced, the solutions that have worked and the pitfalls to avoid, in short, how to make the transition to the interactive age, taking advantage of emerging technologies without being threatened by them while, at the same time, increasing productivity, uncovering inefficiencies and cutting costs.

CS5 MANAGING CUSTOMER SERVICE EMPLOYEES

This module looks at ways of recruiting, training, motivating and keeping good customer service employees, as well as managing teams, improving productivity and managing burnout and stress among customer service staff working in a pressurised environment.

CS6 SERVICE QUALITY AND PROCESS MANAGEMENT

This module looks at the "how" behind best practices, ways of achieving quality service and designing a quality assurance programme that builds on customer expectations. Issues covered include making quality a strategic tool, understanding how customers evaluate service, closing the gap between the service customers get and the service they think they should get, and creating simpler "service agreements" among internal suppliers - operations and production, technical support, human resources, finance and accounting.

CS7 MANAGEMENT REPORT

This management report allows students to demonstrate their ability in applying their knowledge and skills to a real situation, usually within their own organization or based on a new business idea. Under the guidance of a supervisor, students are required to complete a comprehensive management plan including a logical sequence of analysis, decision rationale, steps of implementation, control and financial projection.

The Association reserves the right to cancel a programme and/or make alterations in relation to its lecturers, contents, dates, time, venue and other particulars without prior notice.

ENQUIRIES

To make enquiries, please call 2774-8500 (Customer Service Department) during normal office hours..
For course details, please contact Ms Carol Chan on 2774 8506 or Ms Grace Mo on 2774 8538.

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About the Hong Kong Institute of Management

The Hong Kong Management Association (HKMA) offers a diverse range of services, namely management education and training, business awards, seminars, conferences and dinner functions. **"Hong Kong Institute of Management" (香港管理研究院)** is the education and training division of the Association which highlights the executive focus of its programmes.