

## Putting Service and Staff in the Spotlight

Thursday, 28 February 2013

The University of Birmingham

### Introduction

At this first event, which is funded by CUBO, the Training & Quality Steering Group have developed a day that will focus on ways to measure customer service and initiatives that recognise staff performance.

### Who should attend?

Managers and key colleagues with responsibility or an interest in developing/training staff, auditing customer service and staff recognition/reward schemes.

### What will I get out of the day?

The objectives of the day are:

- Networking with colleagues specialising in training and quality
- To identify different ways to audit customer service
- To describe a range of departmental initiatives that recognise team and individual achievement
- To explore best practice across the sector relating to customer service and recognising staff.
- To describe a range of mystery shopper schemes

### Programme

10:00	<b>Welcome and Introductions</b>
10:15	<b>Auditing Customer Service</b> <i>Dr David Bonner and Michael Marshall, The University of Exeter</i>
11:15	BREAK AND NETWORKING
11:30	<b>Best Practice</b> A facilitated discussion on customer service training and quality auditing programmes, eg, mystery shopper schemes, used by organisations
12:30	LUNCH AND NETWORKING
13:15	<b>Celebrations and Awards</b> Case studies and an opportunity to share best practice on developing and introducing changes to awards schemes. <i>David McKown, The University of Sheffield</i> <i>Rachel Treece, Manchester Metropolitan University</i> <i>Dave Butler, The University of Nottingham</i> <i>Wendy Courtney, The University of Exeter</i> <i>Cheryl Shepherd, University of Birmingham</i>
15:15	<b>Evaluation of day</b>
15:30	<b>Close of the Event</b>

### How do we book this course?

Please visit the UHS website [www.universityhospitality.co.uk/seminars](http://www.universityhospitality.co.uk/seminars) to book your place online. Please submit your booking by **Wednesday, 20 February 2013**. If you require more information, please call Lisa Weatherall on 0114 222 8905.

If you wish to book overnight accommodation, please visit: <http://www.venuebirmingham.com/sleep/bed-and-breakfast-accommodation>