

# € TRAINING

Customer Focused Management



2 - 6 September 2024  
Casablanca (Morocco)  
New Hotel



# Customer Focused Management

REF: V142 DATE: 2 - 6 September 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

A customer-focused organization is grounded in the belief that long-term success depends on a commitment to customer satisfaction throughout the entire organization. This training program covers customer service management responsibilities, from the most fundamental tasks of hiring, training, coaching, and team building to quality assurance and leadership skills.

## Program Objectives:

At the end of this program the participants will be able to:

- Describe the importance of the leader as a role model for customer service excellence.
- Establish the importance of setting and reviewing customer service standards.
- Describe techniques to motivate teams and individuals for peak performance.
- Develop effective communication strategies to promote teambuilding.
- Evaluate surveys to accurately monitor customer satisfaction.
- Design a realistic and challenging customer service employee training program.

## Targeted Audience:

- Sales Managers.
- Department Managers.
- Customer Service Managers.
- Customer Service Professionals.
- Team Supervisors.

## Program Outlines:

Unit 1:

Creating a Customer-Focused Organisation:

- Vision and mission of a customer-focused organization.
- Benchmarking world-class customer service companies and the roles and responsibilities of a customer-focused manager.
- The importance of presenting a professional business image.
- Breakout session: Customer service from the heart.
- Best practices - Xerox® Five Pillars of Customer-focused Strategy.
- Mastering nonverbal communication.

## Unit 2:

### Enhancing Leadership and Interpersonal Communication Skills:

- Supervising the four personality styles and Determining your management style.
- Overcoming communication barriers in the workplace.
- Listening Awareness Inventory.
- The most admired character traits of leaders.
- The supervisor's role in conflict resolution and service recovery.
- Managing group dynamics and How to Give and receive constructive feedback.

## Unit 3:

### Setting Customer Service Policies and Performance Standards:

- Dr. Deming's Fourteen Points of Total Quality Management.
- Traditional manager versus TQM manager.
- Setting SMART objectives to improve customer satisfaction and Developing a call center checklist.
- Methods of measuring and monitoring customer satisfaction.
- Empowering frontline employees to better serve their customers.
- Developing a customer service complaint checklist and Working with difficult or demanding customers.

## Unit 4:

### Building High-Performance Teams and Motivating Individuals:

- The building blocks of a high-performance team.
- Your customer service is only as good as your worst employee.
- Team building: The paper towel and the power of mutual support and cooperation.
- Building teamwork with support and recognition, Coaching and mentoring techniques.
- The impact of stress on individual and team performance.
- The benefits of teamwork and cooperation.

## Unit 5:

### Leading the Way to Superior Customer Service:

- Recruiting, interviewing, hiring quality personnel, Developing and implementing effective training.
- The importance of attitude and teamwork.
- Professional development and continuous improvement.
- Setting performance goals and expectations.
- Employee recognition and performance review.
- Empowering, motivating and retaining frontline personnel.