

€ TRAINING

Building Customer Centric Organization BCS



2 - 6 September 2024
Kuala Lumpur (Malaysia)



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REF: V1315 DATE: 2 - 6 September 2024 Venue: Kuala Lumpur (Malaysia) - Fee: 5300 Euro

Introduction:

This highly engaging training program demonstrates how to measure the current level of customer-centricity by better understanding your customer experiences and requirements; and reinvent your brand and culture to deliver the perfect customer service experience. The training program will also disclose The Building Blocks for a Customer-Centric Service Culture and how delegates can strengthen their own customer culture and influence that of other functions.

Program Objectives:

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

- Know how to measure the level of customer centricity how to utilize Customer Journey Mapping.
- Know what the perfect customer service experience looks like for your customers.
- Know the development of Brand Values and Behaviours.
- Know how to Implement the Building Blocks for a Customer-Centric Service Culture.
- Know how to perform on-brand through recruitment, training, support, and discipline.

Targeted Audience:

- Function and Department Heads.
- Supervisors.
- Customer Service Managers and Customer Service Team Leaders and Supervisors.
- Account and Sales Managers.
- Marketing Professionals.
- Customer Service Professionals.
- Sales Account Managers and Sales Professionals.

Program Outlines:

Unit 1:

Understanding Your Customer Experience:

- Defining your current customer service culture and Measuring the level of customer centricity.
- Intuition is not acceptable. Decisions must be made using quantitative data.
- How does your organization rate on customer-centricity? Do your customers agree?
- What does the perfect service experience look like for your customers?
- Customer Journey Mapping - the key to understanding your customer's experience.

Unit 2:

Reinventing Your Customer Experience:

- Primary and secondary motives for the new culture.
- Vision and Values - empty words?
- Developing Brand Values and Behaviours that determine how you do business with your customers and how your employees are managed
- The path to customer satisfaction, retention, advocacy, and sustained revenue growth.
- Measure customer-centric culture progress against set targets and the Role Modelling the desired behaviors.
- Building and maintaining customer and employee trust.

Unit 3:

The Building Blocks for a Customer-Centric Service Culture:

- Communication.
- Skills.
- Accountability.
- Systems.

Unit 4:

Helping Your Employees to Deliver Superb Service:

- Identify employee competencies that directly reflect brand values.
- Getting the right people in place with the personality to match the desired culture.



- Redesign and conduct recruitment and induction programs that reflect the customer-centric vision, values, and strategies.
- Train, support, reinforce and discipline - soft skills, customer service expectations, and core values.
- Customer-centric workshops facilitated by senior leaders.
- Facilitating cross-functional collaboration.

Unit 5:

Actions for You and Your Team to Become More Customer-Centric:

- Drive a customer experience culture across your area of responsibility.
- Identify and implement significant changes in customer experiences.
- Empower everyone to be a customer service leader and Create customer advocates.
- Develop visual tools to constantly reinforce brand values and behaviors.
- Act on feedback through Service Improvement Action Teams.
- Personal service improvement action plan.