

€ TRAINING

Building a Customer Centric Organization



15 - 19 July 2024
Cambridge (UK)



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Introduction:

Becoming customer-centric is one of the most important aims of any organization. Their loyalty is determined by the quality of the experience they receive. Participants in this training program will learn effective customer-centric strategies and best practices to provide world-class customer service excellence..Successful organizations understand the importance of developing a customer-centric mindset.

Program Objectives:

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

- Establish the importance of setting and reviewing customer service standards, and develop an understanding of internal and external customer expectations.
- Communicate more effectively by utilizing active listening and questioning skills, and enhance communication, persuasion, and conflict resolution skills.
- Demonstrate how to deal with difficult or demanding customers in a professional manner, and utilize stress management techniques to increase job satisfaction.
- Set SMART objectives and goals to become more productive, and develop a strategy to build a more proactive, customer-centric organization.
- Analyze and implement 'best practices' of world-class customer-centric organizations, and utilize interpersonal skills as vital tools in customer service.
- Measure and assess how well customer service standards and objectives are being achieved, ensuring continuous improvement in customer service delivery.

Targeted Audience:

- Head of Customer Service.
- Customer Service Managers.
- Customer Service Supervisors.
- Customer Service Professionals.

Program Outlines:

Unit 1:

The Building Blocks of a Customer-Centric Organisation:

- Define Customer Service Excellence
- What do you want your customer to experience?
- Practical exercise: Identify specific ways to use 'customer service' to enhance customer loyalty and build employee morale.
- Five key steps for implementing a Customer-Centric Service Model.
- Serving your internal customers.
- First impressions are important - What do your customers see and hear?
- Understanding your customer's nonverbal communication.

Unit 2:

Developing a Top-Down Customer-Centric Culture:

- What do customers want from your organization and why?
- Does the 'customer experience' align with your organization's business goals and vision/mission statement?
- What do your competitors do better or differently than you do?
- Practical exercise: What are the most admired leadership traits? plus a case study.
- Shaping customer expectations - perception versus reality.
- Little things make a big difference - 'going the extra mile'.
- The four customer personality types.

Unit 3:

Responding to The Voice of The Customer:

- Best and worst-rated companies for customer service.
- Listen, act, and deliver on customer needs.
- Re-evaluate and realign the customer experience in line with demand.
- Creating favorable customer service 'touchpoints' within your company plus The Customer Loyalty Chain.
- Practical exercise: List the ways that your organization creates positive 'touchpoints' to enhance the 'customer experience'.

- Leading and motivating others to deliver superior service levels.
- Developing the processes that nurture customer brand loyalty.

Unit 4:

Measuring and Monitoring Customer Satisfaction:

- Why is measuring customer satisfaction important?
- Why is it critical to encourage customer complaints and feedback?
- Establishing quality customer service satisfaction measuring and monitoring standards.
- Using customer-centric diagnostic tools to evaluate trends, perceptions, and opportunities for performance improvement.
- Best practices for recording and monitoring customer service issues.
- Putting in place processes to resolve customer dissatisfaction.
- Practical exercise: Customer service quality control checklist.
- Strategies for working with difficult and demanding customers.

Unit 5:

Leading the Way to Customer Service Excellence:

- The importance of attitude, teamwork, and professional development.
- Developing a customer-centric training program.
- Setting performance goals.
- Contests and employee recognition programs.
- Coaching and mentoring strategies.
- Methods to empower and motivate customer service employees.
- Action Plan.