



## Towards a Customer Focus Culture

PIK114-0925 LON-1



**Place:** London (UK)

**Venue:**

**Start Date:** 01-09-2025

**End Date:** 05-09-2025

**PPP:** £4550



## **Towards a Customer Focus Culture**

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**If you can't train them,  
you can't blame them!**

### Short Description:

Becoming customer centric is one of the most important aims of any organisation. Customer centricity refers to the orientation of a company to the needs and behaviors of its customers, rather than internal drivers such as the quest for short-term profit. Customers have high expectations and demand quality customer service from companies they choose to do business with. Providing customer service excellence gives an organisation a competitive advantage in the marketplace and is the key factor that keeps customers coming back. Successful organisations understand the importance of developing a customer centric mindset and deliberately restructure their customer service model to increase customer satisfaction and brand loyalty. Today, customers have an increasing range of choice: choice of supplier, choice of channel, choice of products and services. Their loyalty is determined by the quality of the experience they receive. Delegates will learn effective customer centric strategies and best practices to provide world-class customer service excellence. This dynamic, 5-day course gives customer service professionals the communication skills, technology tools, and motivation they require to build strong customer relationships and develop a customer centric organisation. i,§ Develop a strategy to build a more proactive, customer centric organisation. i,§ Analyse and implement the 'best practices' of world-class customer centric organisations. i,§ Utilize interpersonal skills as vital tools in the provision of customer service. i,§ Measure and assess how well customer service standards and objectives are being achieved. i,§ Enhanced communication, persuasion, and conflict resolution skills.

### Course Overview:

#### *Objectives*

By the end of this seminar, delegates will be able to:

- Establish the importance of setting and reviewing customer service standards.
- Develop an understanding of internal and external customer expectations.
- Communicate more effectively by utilizing active listening and questioning skills.
- Demonstrate how to deal with difficult or demanding customers in a professional manner.



- Set SMART objectives and goals to become more productive.
- Utilize stress management techniques to increase job satisfaction.

### *Training Methodology*

- This 5-day seminar is highly interactive and encourages delegate participation through a combination of group discussion, videos, role-play exercises, case studies and breakout sessions. This seminar will include benchmarking best practices to model world-class customer service excellence. The comprehensive course manual has been designed to be practical, easy to use and facilitate learning. Delegates are provided a comfortable, enlightening learning experience that gives them the latest insights, techniques and best practices to promote long-term customer satisfaction and loyalty.

### *Organisational Impact*

- A shared organisational customer centric service vision.
- Enhanced professional image with customer base.
- Increased customer retention and revenue growth.
- Improved intra/inter departmental communication and teamwork.
- A highly motivated and customer-focused workforce.
- Increased competency and communication skills.

### *Personal Impact*

- An increased appreciation for their role in helping their organisation achieve customer service excellence.
- Up to date techniques and methods to help them provide world-class customer service.
- Enhanced leadership and communication skills required to excel in their career.
- Increased confidence in their abilities to work professionally with difficult or upset customers.
- Improved management performance by learning techniques to empower, motivate, and retain customer service personnel.
- Improved time management skills to become more productive.

## Program Outline:

### **Day 1: The Building Blocks of a Customer Centric Organisation**

1. Define Customer Service Excellence.
2. Practical exercise: Identify specific ways to use 'customer service' to enhance customer loyalty and build employee morale.
3. Five key steps for implementing a Customer Centric Service Model.
4. Serving your internal customers.



5. Understanding your customer's nonverbal communication.

## **Day 2: Developing a Top-Down Customer-centric Culture**

1. What do customers really want from your organisation and why?
2. Does the 'customer experience' align with your organisation's business goals and vision/mission statement?
3. What do your competitors do better or differently than you do?
4. Shaping customer expectations - perception versus reality.
5. The four customer personality types.

## **Day 3: Responding to the Voice of the Customer**

1. Case study: Best and worst rated companies for customer service.
2. Listen, act, and deliver on customer needs.
3. Leading and motivating others to deliver superior service levels.
4. The Customer Loyalty Chain.
5. Developing the processes that nurture customer brand loyalty.

## **Day 4: Measuring and Monitoring Customer Satisfaction**

1. Why is it critical to encourage customer complaints and feedback?
2. Establishing quality customer service satisfaction measuring and monitoring standards.
3. Using customer centric diagnostic tools to evaluate trends, perceptions, and opportunities for performance improvement.
4. Strategies for working with difficult and demanding customers.

## **Day 5: Leading the Way to Customer Service Excellence!**

1. The importance of attitude, teamwork, and professional development.
2. Setting performance goals.
3. Contests and employee recognition programs.
4. Coaching and mentoring strategies.
5. Methods to empower and motivate customer service employees.