

**Course Overview:**

This highly engaging training course 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. This will both challenge and excite delegates, inspiring them into action having experienced the power of customer-centric thinking.

**Course Objective:**

- Improve the customer experience within their organisation
- Help develop a customer-centric service culture
- Develop, implement, train and monitor brand experience behaviours
- Challenge how customer centricity is delivered by existing strategy and how it drives superior performance
- Develop a customer-focused mindset for continuous improvement
- Produce a personal service improvement action plan

**Course Outline:**

- Defining your current customer service culture
- Measuring the level of customer centricity
- Intuition is not acceptable. Decisions must be made using quantitative data
- How does your organisation rate on customer centricity? Do your customers agree?
- 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
- Starting with vision and values
- Communication consistency to build trust and passion
- Share feedback – customers, suppliers and employees
- Examining competency requirements
- Ensure proficiency in technical and soft skills
- Making it easier and nicer for customers to use your solutions
- Customer centric policies, procedures and tools
- Identify employee competencies that directly reflect brand values
- Getting the right people in place with the personality to match the desired culture
- 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

**Who Should Attend:**

- Supervisors
- Customer Service Team Leaders and Supervisors
- Sales Managers
- Customer Service Managers

**Training Language:**

Eng/Ar

**Training Methodology:**

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation