MERCURY

Customer-Focused Management Training Course

23 – 27 August 2027
Rome (Italy)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Ref: 1141_1079639 **Date:** 23 – 27 August 2027 **Location:** Rome (Italy) **Fees:** 6200 Euro

Introduction to Customer-Centric Management

A customer-focused organization is grounded in the belief that long-term success depends on a commitment to customer satisfaction.

This customer-focused management program focuses on building the culture, the processes, and the relationships that will lead to long-term growth and financial sustainability.

Leaders are role models in planning, communication, coaching, and employee recognition. Their efforts increase employee loyalty, innovation, and customer satisfaction significantly.

The customer-focused management course covers customer service management responsibilities, from the most fundamental tasks of hiring, training, coaching, and team building to quality assurance and leadership skills.

This customer-focused management course, a challenging and highly participative program, will focus on creating and managing effective teams, dealing with demanding customers, understanding behavioral styles, and proven leadership strategies.

The Essence of Customer Focus in Quality Management

The customer focus in Total Quality Management is pivotal for the success of an organization. By integrating the importance of customer focus in quality management into every aspect of the business, organizations can ensure that they meet the highest customer service and satisfaction standards.

This customer-focused management course will explore strategies underpinning a customer-focused and quality management framework, demonstrating how to effectively incorporate customer focus on quality management within your team and organization.

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Targeted Groups

- Sales managers.
- Department managers.
- Customer service managers.
- Customer service professionals.
- Team supervisors.
- Frontline customer service representatives CSR.
- Account managers.
- Field service representatives.
- Persons who want to gain essential skills to improve their career.

Course Objectives

At the end of this customer-focused management course, 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 team building.
- Evaluate surveys to monitor customer satisfaction accurately.
- Design a realistic and challenging customer service employee training program.
- Analyze and implement the best practices of top-performing customer service providers.
- Utilize best practices for measuring and monitoring customer satisfaction.
- Utilize interpersonal skills to supervise and motivate employees.
- Empower, motivate, and retain frontline personnel.

Targeted Competencies

- A more productive and streamlined customer service operation.
- Focused and motivated customer service leadership.
- Increased customer retention and revenue growth.
- Reduced personnel turnover and increased teamwork.
- Improved Intra/Interdepartmental communication.
- Increased communication abilities and interpersonal skills.

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Course Content

Unit 1: Creating a Customer-Focused Organisation

- Vision and mission of a customer-focused organization.
- Benchmarking world-class customer service companies.
- 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's" five pillars of customer-focused strategy.
- Mastering nonverbal communication.

Unit 2: Enhancing Leadership and Interpersonal Communication Skills

- Supervising the four personality styles.
- 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.
- 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.
- Developing a call center checklist.
- Methods of measuring and monitoring customer satisfaction.
- Empowering frontline employees to serve their customers better.
- Creating a customer service complaint checklist.
- Working with complex or demanding customers.

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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.
- 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 collaboration.

Unit 5: Leading the Way to Superior Customer Service

- Recruiting, interviewing, and hiring quality personnel.
- Developing and implementing practical 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.