Beyond Customer Service: Building a Customer-Centric Organization (8038)

12 – 16 September 2027
Kuala Lumpur (Malaysia)



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Introduction:

Becoming customer-centric is one of the most important aims of any organization. Customer centricity refers to a company's orientation to its customers' needs and behaviors 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 excellent customer service gives an organization a competitive advantage in the marketplace.

The customer-centricity workshop is the critical factor that keeps customers coming back. Successful organizations 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 choices: 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.

Understanding Customer-Centricity:

In this course segment, participants will engage in a customer-centricity workshop to reinforce theoretical knowledge with practical exercises, foster the development of customer-centric skills, and apply customer-centric training principles. Interactions within the customer-centricity workshop will focus on how to build a customer-centric culture within the participant's respective organizations.

Targeted Groups:

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

Conference Objectives:

At this customer-centricity conference, the participants will be able to:

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- 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 complex or demanding customers professionally.
- Set SMART objectives and goals to become more productive.
- Utilize stress management techniques to increase job satisfaction.
- Develop a strategy to build a more proactive, customer-centric organization.
- Analyze and implement the best practices of world-class customer-centric organizations.
- Utilize interpersonal skills as vital tools in the provision of customer service.
- Measure and assess how well customer service standards and objectives are being achieved.
- Enhance communication, persuasion, and conflict-resolution skills.

Targeted Competencies:

By the end of this customer-centricity conference, the target competencies will be able to:

- Communication skills.
- Leadership skills.
- Technology tools.
- Self-confidence.
- Time management.
- Understand your motivation to build strong customer relationships and develop a customer-centric organization.

Conference Content:

Unit 1: The Building Blocks of a Customer-Centric Organisation:

- Define customer service excellence.
- What do you want your customers to experience?
- Practical exercise: Identify specific ways to use customer service to enhance customer loyalty and build employee morale.
- Learn about five critical steps for implementing a customer-centric service model.
- Serve your internal customers.
- First impressions are vital - What do your customers see and hear?
- Understand your customer's nonverbal communication.

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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?
- Shape customer expectations - perception versus reality.
- Case study: Examples of companies that provide world-class customer service.
- Little things make a big difference - going the extra mile.
- The four customer personality types.

Unit 3: Responding to The Voice of The Customer:

- Understand the 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.
- Create favorable customer service 'touchpoints' within your company.
- Practical exercise: List how your organization creates positive 'touchpoints' to enhance the 'customer experience.'
- Lead and motivate others to deliver superior service levels.
- The customer loyalty chain.
- Develop 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?
- Establish quality customer service satisfaction measuring and monitoring standards.
- Use customer-centric diagnostic tools to evaluate trends, perceptions, and opportunities for performance improvement.
- Understand best practices for recording and monitoring customer service issues.
- Put in place processes to resolve customer dissatisfaction.
- Learn about practical exercise: Customer service quality control checklist.
- Understand strategies for working with complex and demanding customers.

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Unit 5: Leading the Way to Customer Service Excellence:

- Learn the importance of attitude, teamwork, and professional development.
- Develop a customer-centric training program.
- Learn how to set performance goals.
- Understand contests and employee recognition programs.
- Coach and mentor strategies.
- Understand methods to empower and motivate customer service employees.
- Action plan.