



# **Beyond Customer Service: Building a Customer-Centric Organization**

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Lisbon (Portugal)



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### Introduction

Becoming customer-centric is one of the most important goals of any organization. Customer centricity is defined as a company's orientation to its customer's needs and behaviors, focused on creating a positive customer experience to drive profit and gain a competitive edge. Quality customer service leads to customer satisfaction and loyalty, giving an organization a competitive advantage.

This customer-centricity course encapsulates the essence of building a customer-centric organization, diving deep into the customer-centric strategies and skills necessary for fostering a lasting relationship with customers and enhancing brand loyalty.

In a marketplace with ever-increasing product, service, and provider options, customer loyalty hinges on the quality of experience received. Participants in the customer-centric organization course will understand the essential practices of customer-centric development and the significance of a customer-centric mindset.

In the customer-centric organization course, we will explore what defines customer-centric organizations and learn the importance of customer service training to instigate a paradigm shift towards customer-centricity within the attendees' respective companies.

### Targeted Groups

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

### Course Objectives

By the end of this customer-centricity course, participants will be able to:

- Recognize the importance of establishing and reviewing customer service standards in a customer-centric organization.
- Gain a comprehensive understanding of both internal and external customer expectations.
- Improve communication by employing active listening and sophisticated questioning skills.
- Learn professional strategies for addressing the needs of demanding and challenging customers.
- Set SMART goals that align with building a more proactive, customer-centric organization.
- Apply stress management techniques to enhance job satisfaction and customer service delivery.
- Develop and execute customer-centric strategies for building a proactive organization.
- Analyze and incorporate best practices from leading customer-centric organizations into their company's approach.
- Utilize interpersonal skills as critical tools in the provision of exemplary customer service.
- Evaluate the effectiveness of implemented customer service standards and objectives.
- Enhance communication, persuasion, and conflict-resolution skills.

## Targeted Competencies

At the end of this customer-centric organization course, the target competencies will be able to improve the ability of the following:

- Communication skills.
- Leadership skills.
- Technology tool utilization.
- Self-confidence.
- Time management.
- Understand the motivational strategies to foster robust customer relationships and a customer-centric organization.

## Course Content

### Unit 1: The Building Blocks of a Customer-Centric Organization

- What is a customer-centric course overview and learning objectives?
- 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 the five critical steps for implementing a customer-centered service model.
- Serve your internal customers.
- First impressions are vital - What do your customers see and hear?
- Understand 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?
- 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**

- 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.
- What are the best practices for recording and monitoring customer service issues?
- Put in place processes to resolve customer dissatisfaction.
- Understand the practical exercise of the customer service quality control checklist.
- Learn what the strategies are for working with complex and demanding customers.

## **Unit 5: Leading the Way to Customer Service Excellence**

- Understand the power of attitude, teamwork, and continuous professional development.
- Craft a comprehensive customer-centric training program.
- Illustrate performance goals to uphold service excellence.
- Employ contests and recognition programs for employee engagement.
- Explore coaching and mentoring strategies for customer service teams.
- Empower and motivate customer service employees with practical empowerment methods.
- Create an action plan to implement customer-centric improvements.