



Customer Focused Management

22 - 26 Jun 2020
Spain (madrid)





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Ref.: CS1141_105036 **Date:** 22 - 26 Jun 2020 **Location:** Spain (madrid) - **Fees:** 4500 **Euro**

Introduction:

A customer-focused organization is grounded in the belief that long-term success depends on a commitment to customer satisfaction throughout the entire organization. This program focuses on what it takes to build 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 result in increased employee loyalty, greater innovation, and improved customer satisfaction. The 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 challenging and highly participative program will focus on creating and managing effective teams, dealing with difficult customers, understanding behavioral styles, and proven leadership strategies.

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 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 accurately monitor customer satisfaction
- 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

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' 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 better serve their customers
- Developing a customer service complaint checklist
- Working with difficult or demanding customers



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 cooperation

Unit 5: Leading the Way to Superior Customer Service:

- Recruiting, interviewing and hiring quality personnel
- Developing and implementing effective 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



**Registration form on the :
Customer Focused Management**

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