



Arabian Institute For Training

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# Building a Customer-Centric Service Culture

## INTRODUCTION

- Satisfying our customers is essential, whether they are internal or external customers. To do this we must focus all our activities on delighting our customers; that is becoming Customer-Centric. Organisations understand the values of becoming customer-centric, but the transformation is challenging. The change must start internally, how we work with other employees.
- This highly engaging Building a Customer-Centric Service Culture 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. The training course will also disclose The Building Blocks for a Customer Centric Service Culture and how delegates can strengthen their own customer culture and influence that of other functions. Superb service is delivered by people to people – even in this age of high technology. All delegates will leave the course with a challenging but realistic personal plan to drive a customer centric service culture across their area of responsibility.

Delegates attending Building a Customer-Centric Service Culture training course will develop the following competencies:

- How to measure the level of customer centricity
  - What the perfect customer service experience looks like for your customers
  - How to utilise Customer Journey Mapping
  - Development of Brand Values and Behaviours
  - How to Implement the Building Blocks for a Customer Centric Service Culture
  - How to perform on-brand through recruitment, training, support and discipline
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## **PROGRAMME OBJECTIVES**

Building a Customer-Centric Service Culture training course aims to help participants achieve the following objectives:

- 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

## **WHO SHOULD ATTEND?**

- Function and Department Heads
- Supervisors
- Customer Service Managers
- Customer Service Team Leaders and Supervisors
- Account Managers
- Sales Managers
- Marketing Professionals
- Customer Service Professionals
- Sales Account Managers
- Sales Professionals

## **TRAINING METHODOLOGY**

- The Building a Customer-Centric Service Culture training course will use a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This includes delegate participation through a combination of group discussion, practical exercises, videos, role-play sessions, case studies, breakout sessions and other activities. The comprehensive course manual has been designed to be practical, easy to use, and facilitate learning as well as being a useful future reference.

## **PROGRAMME SUMMARY**

- This unique training course provides the roadmap as well as the practical insights, tools and frameworks necessary to build a Customer-Centric Service Culture and shows delegates how to measure progress in improving customer experience and overall performance. All delegates will discover that in customer-centric organisations, leaders and employees across the organisation ensure that all their business decisions are on-brand and support the creation of customer value.
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## PROGRAM OUTLINE

### Understanding Your Customer Experience

- 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?
- What does the perfect service experience look like for your customers?
- Customer Journey Mapping – key to understanding your customer's experience
- Practical- self-assessment

### Reinventing Your Customer Experience

- 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
- The path to customer satisfaction, retention, advocacy and sustained revenue growth
- Measure customer centric culture progress against set targets
- Role Modelling the desired behaviours
- Building and maintaining customer and employee trust

### The Building Blocks for a Customer-Centric Service Culture

- **Communication:**
  - Starting with vision and values
  - Communication consistency to build trust and passion
  - Share feedback – customers, suppliers and employees
  - Communicate how you are acting on feedback
  - **Skills:**
  - Examining competency requirements
  - Ensure proficiency in technical and soft skills
  - Using good judgment in all situations – always do right by the customer
  - **Accountability**
  - What gets rewarded gets done
  - Developing and aligning to culture and feedback metrics
  - Risk tolerance and penalties
  - **Systems**
  - Making it easier and nicer for customers to use your solutions
  - Customer centric policies, procedures and tools
  - You need more than CRM, on its own CRM will fail
  - Using technology to share customer stories
  - A robust customer complaint system
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## Helping Your Employees to Deliver Superb Service

- Identify employee competencies that directly reflect brand values
- Getting the right people in place with the personality to match the desired culture
- Redesign and conduct recruitment and induction programs that reflect the customer centric vision, values and strategies
- Train, support, reinforce and discipline – soft skills, customer service expectations and core values
- Everyone must participate in the training, including leaders
- Customer centric workshops facilitated by senior leaders
- Facilitating cross-functional collaboration

## Actions for You and Your Team to Become More Customer Centric

- 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
  - Create customer advocates
  - Develop visual tools to constantly reinforce brand values and behaviours
  - Act on feedback through Service Improvement Action Teams
  - Personal service improvement action plan
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