



CUSTOMER Centric Development

Course Introduction:

Note that there is a lot in here for a we will need to prioritise with you / go to three days or prioritise on a daily basis with the audience. The items marked in italics are a first cut of elements we may workshop with the audience (some in small team groups) – this would help increase their knowledge gain and engagement as the activities will be focused to their work environment and their customers. The activities will also set them on the path of implementing their own action plan for improving customer centricity.

Course Objectives:

By the end of this seminar, delegates will be able to:

- Understand why and how customer centricity is more important than customer satisfaction
- Increase business opportunities and profitability with customer centric strategy
- Establish how a customer-centric strategy can increase profitability and shareholder value?
- Find out how you can optimise customer-centric systems and processes cost effectively
- Identify who your internal and external customers are and make necessary organisational changes to improve the situation
- Overcome the disconnection between the concept of customer-centricity and financial accounting system
- Gain buy-in from top management

Who Should Attend?

Managers and supervisors of staff in customer-facing roles, and those responsible for ensuring that the service level offered to customers is a positive differentiator for their company, which will help increase customer retention

Course Outline:

Module One: Stepping Up to Customer-Centrics

- What is a customer-centric organisation?
- From pushing products to winning customers – relationship marketing
- What's in it for you? What's in it for the customer?
- Assessing how customer-centric your organisation is
- Identifying cultural changes necessary to ensure customer focus

Designing a Customer-Centric Organisation

- A framework for analysing customer-centric marketing.
- Re-orienting the entire operating model around the customer
- Understanding the four stages of customer focus

- Building competitive advantage with “Wow” factors that customers value
- Developing systems, metrics and processes to monitor the consistency and success of its customer-centric strategy

Module Two: Leveraging a Customer-Centric Strategy to Increase Profitability

- Aligning the operating model with a defined and quantified customer segmentation strategy – not all customers are equal
- How can a customer-centric strategy increase profitability and shareholder value?
- Customer retention strategy: increasing customer loyalty and ROI
- Understanding and calculating Customer Lifetime Value
- Making Internal Organisational Changes: Walking the Talk

The role of external customers, employees and partners

- Turning the organisational chart on its head
- “Moments of truth” that recreate your brand thousands of times a day
- Rethinking reward systems in customer-centric organisations
- The vital role of HR in building a customer-centric organization

Module Three: Building Blocks of a Customer-Centric Organisation

- Customer experience as a strategic management tool.
- Making systems and processes more customer friendly whilst minimising costs and adding value
- Collaborating across organisational silos: across functions, product & service lines; integrating marketing and non-marketing functions
- Transforming an existing organisation using the sequential approach

Using the Full Power of Customer Insight

- Analysing the seven dimensions of your customers’ buying behaviour.
- Using research and technology to gather vital data
- Tailoring your service levels, pricing, and product development to better meet customer needs and ultimately profitability
- Achieving more efficient deployment of firm-wide resources

Module Four: Measuring and Managing Customer-Centricity

- Customer profitability as a strategic management tool
- Key metrics in customer-centric organisations that would stand up to an external audit
- The disconnection between the concept of customer-centricity and financial accounting system - soft vs. hard measures
- “The Service-Profit Chain” and “Zero Defections” – getting bean counters on board

Module Five: Avoiding Implementation Pitfalls

- Understanding that this is neither simply a marketing initiative nor a quick fix for poor customer ratings and or sagging sales
- Getting the CEO and top management on board from the start and are personally committed to implementing its strategies
- Developing cross functional teams to foster communication, co-ordination and cooperation
- Ensuring that staff at all levels "own" the programme and take responsibility for its success
- Never promising staff or customers anything you cannot deliver on
- Measuring the right things, i.e. both soft and hard measures to track results over time

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

