

Developing A Customer-Focused Culture

Duration: 5 Days

Language: en

Course Code: PM2-108

Objective

Upon completion of this course, participants will be able to:

- Demonstrate strong communication skills.
- Be approachable and develop a brand voice that suits your customer base.
- Meet customers' needs and take on board feedback.
- Listen effectively and adopt active listening skills.
- Demonstrate professional behaviour, even in the face of negativity.
- Develop and improve the customer experience using customer journey mapping.
- Provide a personal touch and treat each customer as an individual.
- Be able to be assertive and confident.
- Demonstrate competency and efficiency.

Audience

This course is designed for anyone interested in developing aspects of their customer service or who would like to focus more on the customer journey. It would be most beneficial for:

- Business Owners
- Area Managers
- General Managers
- HR Professionals
- Operations Managers
- Training Personnel
- Administration Personnel
- Developing Front-Line Employees
- Supervisors of Team Leaders

Training Methodology

This course uses various adult learning methods to aid understanding and comprehension. It provides a full and in-depth understanding of the perfect customer service attitudes and user journeys and what this means to the customer.
Participants will combine group discussions, practical exercises, videos, role-play sessions, case studies, and breakout sessions to discover the most effective techniques and tools for creating a customer-focused and motivated team that puts the customer at the centre of their working day.

Summary

When it comes to running a successful business, it’s crucial to know what it means to provide excellent customer service. What are your customers' needs? How do you build a relationship with them? Are you able to adapt to their unique and individual personalities? Most businesses consider selling the next best, latest, high-end, and innovative product important. However, you would be surprised to learn that building a strong rapport between you and the customer is the main building block for trust, familiarity, a sense of safety, and a personal feeling, which is essential for the growth of any business, not just what it can sell, but who they can attract.
Once you have established a firm and healthy relationship with the customer, businesses can rehash similar products with few changes or provide brand-new products that may catch the attention of regular customers more than those who are uncertain of your business. Establishing, developing, and growing a relationship with key components such as good listening skills, great communication, and empathising with and understanding your

customers and their needs is vital to ensuring that they will be returning customers and that they themselves are your advertisement, just by their recommendation.

Course Content & Outline

Section 1: An Introduction To Customer Experience

- What does excellent customer service mean to you?
- Learning the difference between being approachable and hostile.
- How going the extra mile matters more than you think.
- How to meet your customers' needs.
- When to apply certain social skills.
- Knowing how to apply effective listening skills.

Section 2: Improving Your Customer Experience

- Know how to coach employees.
- Be able to demonstrate professional behaviour.
- Know how to expand and grow based on customer returns.
- How to build and maintain relationships with customers.
- How to establish trust between you and customers.
- Know how and when to take accountability.

Section 3: The Fundamentals For Customer Service

- Developing soft skills from the bottom up.
- Demonstrate proficiency and consistency with customer standards.
- Be able to relay customer experiences and multiple platforms.
- Know how to take and handle customer feedback and complaints.
- Be able to apply excellent judgment in all situations.
- Know how to provide feedback on how you are improving the business for customers.

Section 4: Assisting Your Employees to Deliver A Perfect Service

- Providing feedback to employees individually.
- How to coach employees to improve on their weak areas.
- Be able to provide further training and support.
- How to provide regular meetings to keep employees on business changes.
- Identifying which employees require further support.

Section 5: Developing a Customer-Focused Attitude, Business Wide

- Implementing changes based on feedback.
- How to act on complaints, so they are less likely to recur.
- Providing incentives that may create a more motivating environment.
- Know how to acknowledge those who go the extra mile.
- Encourage those to work towards more senior roles and create an effective talent management pool.
- Providing a consistent customer-friendly environment.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Customer Service & Public Relations (PR), Administration & Secretarial

Tags

Customer Service, Customer, Customer-Focused, feedback

Related Articles



The Power of Customer Satisfaction: Boosting Business Success

This article explores customer satisfaction, highlighting its importance for business success. It covers how satisfaction can enhance loyalty, reduce churn, and provide valuable feedback. It also details tools like surveys for effective measurement, emphasizing their role in improving services and products.