



Training Seminars & Conferences

An Intensive 5-Day Training Seminar On

# Building a Customer-Centric Service Culture

## The Key to Driving Superior Performance

30 May - 03 Jun 2021, Dubai

31 Oct - 04 Nov 2021, Dubai



 View Details

# Building a Customer-Centric Service Culture

## The Key to Driving Superior Performance

### 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 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 EuroMaTech's 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

### PROGRAMME OBJECTIVES

**EuroMaTech's 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?

**The Building a Customer-Centric Service Culture training course is essential for all management, supervisory staff and professionals who wish to understand about this exciting subject and help to build a Customer-Centric Service Culture in their own organisation. This course is suitable to a wide range of professionals but will greatly benefit:**

- 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 EuroMaTech 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.

### IN-HOUSE TRAINING

EuroMaTech is capable of conducting this training programme exclusively for your delegates. Please e-mail us on [inhouse@euromatech.ae](mailto:inhouse@euromatech.ae) for further information and/or to receive a comprehensive proposal.

# PROGRAM OUTLINE

## DAY 01

### 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

## DAY 02

### 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

## DAY 03

### 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

## DAY 04

### 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

## DAY 05

### 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

## QUALITY CERTIFICATIONS & ACCREDITATIONS



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# Building a Customer-Centric Service Culture

## The Key to Driving Superior Performance

✓	Date	Venue	Fee(\$)
	30 May - 03 Jun 2021	Dubai	US\$4,950
	31 Oct - 04 Nov 2021	Dubai	US\$4,950

*This fee is inclusive of instruction materials, documentation, lunch, coffee/tea breaks & snack. All Fees are subject to 5% Value Added Tax (VAT).\**

### Your Details

Name (Mr/Ms):.....  
Position:..... Organisation:.....  
Address:.....  
.....  
City / Country: .....  
Telephone / Fax: .....

### Mode Of Payment

- Please find enclosed a cheque made payable to EuroMaTech  
 Please invoice me  
 Please invoice my company as follows:

Contact Name: .....  
Company Name: .....  
Address:.....

#### Documentation

High Quality material has been prepared by the Seminar Leader for distribution to delegates. In addition, a special note pad to facilitate note taking will be provided.

#### Certificates

A Certificate of Completion will be issued to those who attend & successfully complete the programme.

#### Schedule

Our Course timings commences at 08:30 and concludes at 14:00, followed by lunch on a daily basis.

#### Hotel Accommodation

EuroMaTech has negotiated special rates for a limited number of rooms in the hotel. Early registration will help to secure a room at the reduced rate.

#### Registration & Payment

Please complete the registration form on this page & return it to us indicating your preferred mode of payment. For Further Information, Contact Your Nearest EuroMaTech Office.

#### Cancellation Policy

Request for seminar cancellation must be made in writing & received at EuroMaTech three weeks prior to the seminar date. A U.S.\$250/- processing fee will be charged per delegate for each cancellation. Thereafter, we regret that we are unable to refund any fees due, although in such cases we would be happy to welcome a colleague who would substitute for you.

#### Disclaimer

EuroMaTech reserves the right to alter the content, location of the Seminar, or the identity of the speakers in case of events beyond our control.

**\*VAT Announcement:** The Government of UAE have introduced Value Added Tax (VAT) on goods and services from 01-January-2018. In compliance with the legislation issued by the UAE Government, we will be applying a 5% VAT on the fees for all our programs and services offered from January 2018 as applicable and stipulated in the FTA circulars.

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