

Customer Centricity and Customer Mindset

Keen to provide the ultimate customer experience to your clients?

Want to formulate customer centric focus culture at the workplace but lack of strategies?

Introduction

With more choice than ever before, customers today have high expectations of products and services. Businesses need a top-notch customer services system in place, and Customer Centricity and Customer Mindset explains how to achieve just that. Customer loyalty is essential to the long-term financial success of your business, but with more choice than ever before, customers today have high expectations of the products and services they use. To continue to meet - and even to exceed - these high expectations, you need a top-notch customer services system in place, and our training is designed to help you with that.

Program Objectives & Learning Outcomes

After completing this program, participants should be able to:

- Nurture customer service effectively
- Understand and apply customer centric strategies
- Apply behavioural strategies to be more customer centric focus
- Understand your customer as a means of increasing revenue
- Understand customer mindset with retainer innovation capabilities

Who should attend?

Executives, senior executives, management, senior management and anyone who needs to interact with customers and plan strategy to serve the customers.

Methodology

Case studies, forum discussion, role-play, presentations, gamification

Program Outline

Time	Day One
9.00am– 10.30am	Customer Centric Focus? A Deeper Understanding? There is a lot of talk about excellence in the marketplace today. But how many people have stopped to think about what it means to be excellent? According to the definition above, a distinction is a state of excelling, superiority or eminence. This module provides a revision of the approach of customer centricity.
10.30am-11.00am	Morning Break
11.00am-1.00pm	How do managers need to drive and support a service strategy? All strategies must get support from the top management. The commitment of senior management ensures the success of the strategy. The participants would learn the customer service diamond that focuses on vision, objectives, values and strategies. The participants would undergo in-depth discussion on the 4 elements in customer service diamond.
1.00pm-2.00pm	Lunch
2.00pm-3.30pm	Listening to Customers Most organisations fail to listen to their customers. They always think in silos and believe their products and services are the best. In the marketplace, looking to customers need and want are the essential key for continuous improvement to serve the customers.
3.30pm-4.00pm	Tea Break
4.00pm-5.00pm	Creating Customer Centric Focus Strategies In this module, the participants would learn the fundamental of behavioural economics and the illogical behavioural among customers. From the understanding of behavioural economics, the participants would apply nudges to create impactful customer care excellence strategy.
Time	Day Two
9.00am– 10.30am	Implementing Customer Centric Focus Strategies This module aims to nurture the participants to understand that customers, both internal and external, get what they want when they want it. Outperforming the competition in the industry rests on the

	ability to create and sustain employee behaviours that allow organisations to perform differently from their rivals.
10.30am-11.00am	Morning Break
11.00am-1.00pm	Using the Positive Power of Complaining In this module, the participants would learn how to evaluate customer feedback and customer complaints. Then, the participants would start to convert negative feedback and the complaints to the positive gap for improvement for the customer care excellence strategies. Without proper feedback and complaint, it is hard for the organisation to improve.
1.00pm-2.00pm	Lunch
2.00pm-3.30pm	Customer Relation Management: Application of Technology In this module, the participants would learn how to apply technology to customer care excellence. The cost of recruiting new customers is higher than retaining and motivating customers. Hence, this module would share with participants various methods to engage with customers to achieve customer centric focus excellence.
3.30pm-4.00pm	Tea Break
4.00pm-5.00pm	A Customer Who Come Back Again and Again and Again: Understanding Customer Mindset A satisfied customer is a loyal customer. This module focuses not only for customer service but also the loyal customer behaviour. The participants would learn how to maintain customer satisfaction among religions.