GLOBAL TRAINING INSTITUTE

Customer Focused Management



GTI - Coordination Office and International Relations (Accredited Programs)

Course Description

The Customer Focused Management training course is designed to help organizations adapt to the evolving business landscape shaped by the Internet and social media. This course emphasizes the importance of customer service excellence as a strategic differentiator. Participants will learn how to build a customer-centric culture, enhance team performance, manage difficult customer interactions, and develop essential leadership skills. With a focus on practical techniques and strategies, this program aims to equip leaders with the tools needed to foster long-term customer relationships and drive organizational success.

Who Should Attend

This training course is suitable for a wide range of professionals, including:

- Sales Managers
- Customer Service Managers
- Team Supervisors
- Frontline Customer Service Representatives (CSRs)
- Account Managers
- Field Service Representatives
- Department Managers
- Marketing Managers

Course Objectives

At the end of this course, participants will be able to:

- Understand the strategic importance of customer service excellence.
- Establish and review effective customer service standards.
- Implement techniques to motivate teams for peak performance.
- Develop communication strategies that promote team collaboration.
- Analyze customer satisfaction surveys for actionable insights.
- Utilize social media to engage customers and foster meaningful dialogues.
- Design effective training programs for customer service personnel.

Course Content

Creating a Customer-Focused Organization

- Defining the vision and mission of a customer-centric organization.
- Understanding the roles and responsibilities of customer-focused managers.
- The significance of presenting a professional business image.

Enhancing Leadership and Communication Skills

- Supervising different personality styles and overcoming communication barriers.
- The supervisor's role in conflict resolution and service recovery.
- Techniques for giving and receiving constructive feedback.

Setting Customer Service Policies and Standards

- Utilizing Deming's principles of Total Quality Management.
- Establishing SMART objectives to enhance customer satisfaction.
- Best practices for measuring and monitoring customer service performance.

Building High-Performance Teams

- Identifying the building blocks of a high-performance team.
- The impact of mutual support and cooperation in teamwork.
- Coaching and mentoring techniques to enhance team dynamics.

Leading to Superior Customer Service

- Engaging with customers through social media strategies.
- Best practices for recruiting and training quality personnel.
- Setting performance goals and recognizing employee contributions.