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## Customer Focused Management Date: View Online -- Venue: London -- Fee: £5,000

**Overview:**

Organisations with a customer-focused outlook believe that the businesses long term successes dependent on the organisations commitment to customer satisfaction.

This program will explain the requirements to build a customer focused culture within a department or organisation, as well as the processes required to create commercial sustainability and growth.

This unique expertly designed course will focus on how the delegate can deal with difficult customers, create and manage an effective team as well as learn different behavioural and leadership strategies used by top CEO’s and integrate them into their own personal style.

CEOs and Business Leaders are experts in communication, planning, mentoring and recognising employee input. These traits produce loyalty in employees, increased productivity and a greater customer satisfaction. This program teaches the responsibilities of customer service management, hiring, mentoring, training, teambuilding as well as total quality assurance.

**Coverage:**

* Analysis of the top customer service providers practices
* Implement these practices into your own style and strategy
* Measure and Monitor customer satisfaction
* Operations analysis and streamlining for optimum service level
* Motivate employees and colleagues using interpersonal skills
* Increase staff retention and motivate your workforce

**Objectives**

* Discuss the role of a leader and its importance in a customer service orientated organisation
* Motivate teams and individuals to promote productivity
* Create effective communication strategies to build strong team unity
* Learn the latest cutting-edge techniques to provide a first-class service
* Customer satisfaction survey evaluation
* Customer service standard review process
* Create a customer service-training program for your colleagues and employees that will increase their awareness of the importance of customer service levels.

**How this helps your organisation?**

* Customer service department becomes more focused, productive and streamlined.
* Decrease customer turnover and increase revenue growth
* Increase employee retention
* Interdepartmental communication improvements
* Communication and interpersonal skillsets improved speeding up work flow processes and productivity.

## How this helps you personally?

* Improve leadership and communication skills which are a requirement for career advancement
* Management performance levels will improve as you learn to motivate your team and increase staff retention
* Increase yourself and your team’s confidence and maintain professionalism when dealing with difficult, irate customers or other inter-personal conflicts.
* Improve your time management skills
* Heighted awareness of temperament and ability to adjust according to the situation
* Learn the latest cutting-edge techniques to provide a first-class service

**Course Structure**

**Creating a culture of customer focus**

* Case study of a first class customer service organisation
* Goals and objectives of a customer orientated business
* The responsibilities of a manager within a customer focused business
* XEROX 5 Pillar customer focus strategy analysis
* Customer service level benchmarking

**Improving Leadership communication skills**

* The 4 types of personality
* Identifying your individual personality style
* Dealing with workplace communication boundaries
* The top 5 traits in an effective leader
* Conflict resolution
* Managing the dynamics of your work group
* Giving constructive criticism

**Performance Standards**

* SMART objective settings
* TQM vs Traditional management
* The 14 points of Total Quality Management by Dr Deming
* Create a sample checklist for a high quality call centre
* Measuring and monitoring customer satisfaction
* How to work with difficult customers
* Increase your team’s confidence and maintain professionalism when dealing with difficult, irate customers or other inter-personal conflicts.
* Improve your time management skills

**Motivate your team and increase productivity**

* Discuss the infrastructure of a productive customer orientated team
* How to support and cooperate with your colleague to achieve the end goal
* Mentoring and coaching strategies
* How stress levels can affect an individual or your entire teams performance

**Maintaining customer service levels**

* How to recruit, interview and hire a good candidate
* How attitude, morale and teamwork are important in creating good customer service
* Developing successful training strategies
* Goal and objective setting combined with constructive performance review
* Staff motivation and retention

**Course Dates:** Weekly

**Venue:** London

**Address:** Radisson Hotel

**Fee:** £5,000