

Management with a Customer Focus

Strategies for Value Creation and Capture in the Digital Age

Introduction

Global business environments have changed as a result of the growth of the Internet, price comparison websites, peer review websites, and social media in particular. The old distinguishing factors have been diminished by search, tap, and click. Peer review and social media have worked together to make the consumer experience the main factor determining strategic distinction. Organisations must genuinely focus on the needs of their customers if they hope to succeed under these new regulations.

An company that is customer-focused is predicated on the idea that sustained success necessitates a dedication to customer satisfaction throughout the board. Building the relationships, procedures, and culture that will promote long-term growth and financial sustainability are the main objectives of this Management with a Customer Focus training course.

In terms of organising, communicating, mentoring, and recognising staff members, leaders set an example. Their efforts boost customer satisfaction, foster better creativity, and strengthen employee loyalty. Customer service management duties are covered in this training course, from hiring, training, coaching, and team development to quality control and leadership techniques. This demanding and intensely interactive course will concentrate on developing and leading successful teams, handling problematic clients, comprehending behavioural patterns, and applying tried-and-true leadership techniques.

This training session on Course N Carry Management with a Customer Focus will emphasise:

- How to examine and put into practice the greatest customer service providers' best practices
- How to measure and track customer happiness using tried-and-true best practices
- How to optimise service levels by streamlining customer interface procedures
- How to effectively manage and inspire staff members using interpersonal skills
- How to empower, inspire, and keep front-line staff
- How to interact with customers on social media and have profitable, meaningful conversations.

Objectives

Upon completion of this training programme in customer-focused management, you will be able to:

- Explain the significance of the leader serving as an excellent example of customer service.
- Identify the significance of establishing and evaluating standards for customer service.
- Describe methods for inspiring people and groups to perform at their highest level.
- Create efficient communication plans that encourage teamwork.
- Examine survey results to precisely track client satisfaction
- Create a training curriculum for customer service staff that is both realistic and demanding.

Training Methodology

With a mix of role-playing games, films, case studies, and breakout sessions, this highly interactive training course on Management with a Customer Focus promotes delegate engagement.

Benchmarking best practices to set the standard for world-class customer service excellence will be part of this training course. The thorough training course handbook is intended to be useful, simple to use, and aid in the learning process. After attending this session, attendees will have the knowledge, self-assurance, and drive necessary to create a top-tier, customer-focused business.

Organizational impacts

Following completion of this training programme in customer-focused management, the business will receive:

- A customer service department that is more efficient and productive
- Dedicated and driven leadership in customer service
- Enhanced client retention and revenue expansion
- Decreased employee attrition and enhanced collaboration
- Enhanced departmental and intradepartmental communication
- Improved interpersonal and communication skills

Personal Impact

After participating in this training session on customer-focused management, attendees will discover that they have:

- Enhanced management effectiveness through the acquisition of skills to empower, inspire, and retain customer service representatives
- Improved communication and leadership abilities are necessary for career advancement.
- A greater sense of assurance in their capacity to deal properly with challenging or irate clients
- The ability to change their own temperament type in order to become more effective, flexible, and adaptable

- Modern approaches and strategies to support them in offering top-notch services

- Enhanced time management abilities and elevated output
- A solid foundation in the usage of social media to interact with customers and promote fruitful conversation about the company's goods or services

Who should attend?

A wide range of professionals can benefit from this Course N Carry Management with a Customer-Focused training course, but the following will be especially beneficial:

- Managers of Sales
- Managers of Customer Service
- Team Supervisors
- Customer Service Representatives on the front lines (CSR)
- Managers of Accounts
- Representatives of Field Services
- Managers of Departments
- Managers of Marketing

Course Outline

Day 1

Establishing a Customer-Centered Business

- Why is Customer Focus becoming more important now?
- The Goals and Objectives of a Customer-First Business
- The Duties and Positions of a Manager with a Customer-First Approach
- Establishing a Professional Business Image and Being Skillful in Nonverbal Communication

Day 2

Improving Communication and Leadership Capabilities

- Overseeing the Four Types of Personality
- Overcoming Obstacles to Communication at Work
- The Supervisor's Function in Resolving Conflicts and Restoring Services
- Skills for Facilitation: Handling Group Dynamics
- How to Provide and Accept Helpful Criticism

Day 3

Establishing performance standards and policies for customer service

- Deming's 14 Points for Complete Quality Control
- TQM Manager vs. Conventional Manager
- SMART goal-setting to raise customer satisfaction
- Best Practices: Techniques for Assessing and Tracking Client Contentment
- Giving Frontline Workers the Tools They Need to Serve Customers Better

Day 4

Creating High-Efficiency Groups and Encouraging Individuals

- The Foundational Elements of an Effective Team
- Your worst employee determines how well your customer service is.
- The Influence of Collaboration and Mutual Support
- Developing Cooperation through Recognition and Assistance
- Techniques for Mentoring and Coaching
- Stress's Effects on Individual and Group Performance
- The Advantages of Collaboration and Mutual Support

Day 5

Setting the Standard for Excellent Customer Service

- Having Conversations with Customers on Social Media.
- Finding, Screening, and Selecting Reputable Employees
- Creating and Putting into Practice Effective Training
- The Value of Attitude and Collaboration
- Advancement of Practice and Ongoing Enhancement
- Establishing Performance Standards and Objectives
- Performance evaluations and employee recognition
- Developing, Encouraging, and Maintaining Frontline Staff