

Driving a Customer Focused Culture in Your Team



'The customer is always right' – or so the saying goes. Whilst in reality this may not always be true, placing customer-centricity at the core of how your contact centre operates is key to ensuring great customer experiences.

This training workshop will:

- Provide participants with an understanding of the key drivers of customer-centricity within an organisation.
- Learn skills and techniques for awakening a cultural shift in teams and team members who may need to be reminded about the importance of putting their customers first.
- Align participants on the next steps towards creating a shift towards customer-centricity within your team

Real-life scenarios bring our training programs to life

At CSBA we believe the most effective training is that which reflects your work environment as closely as possible. That's why we incorporate real-life scenarios in all our training programs, to bring to life the skills and techniques discussed in the workshop.

During the workshop, leaders will have the opportunity to learn key concepts around creating a customer-focused culture. They will then apply that learning with the group, workshoping specific activities they can plan for, relevant to their particular work environment. All workshops will be customised to focus on aspects of customer centricity that are within the remit of the participants, so they can walk away with concrete action items to progress their team's journey.

Put the person before the process

INTENDED AUDIENCE

Team Leaders

DELIVERY MODE

Onsite (or Video Conference)

DURATION

Half Day (or Virtual Equivalent)

GROUP SIZE

Up to 15 participants

CONTACT

Narelle Warburton

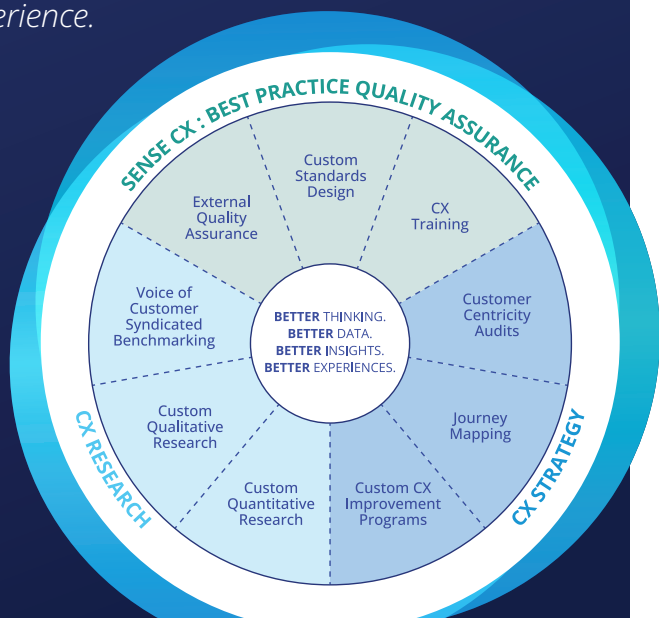
General Manager, QA and Training

+61 3 9605 4900

info@csba.com.au

www.csba.com.au

We provide a 360-degree view and work with you to improve your customers' experience.



Aim

To provide an overview of key drivers for creating a customer-focused culture in your team.

Benefits

- Leaders will come away with a common understanding of customer-centricity and what it takes to embed the concept across the organisation
- Participants will have had the opportunity to have a guided discussion with their leadership colleagues on potential next steps to achieve this culture, applicable specifically to your organisation

Course content

- What is customer centricity?
- Customers are everyone's business
- Customer-centricity: driving our vision and values
- The importance of Customer Listening
- Democratising data to promote customer-centricity
- Ongoing training and support programs
- Managing change: operationalising customer-centricity
- Hiring for customers
- Case studies: how others are doing it
- We need a plan: basic components for building a customer focused culture
- Review current practice
- Document the next steps

Learning outcomes

By the end of the workshop participants will:

- Understand key drivers of customer-centricity within an organisation
- Have language to help them discuss customer-centricity with colleagues across the organisation
- Have had the opportunity to review the current state
- Be equipped to take the next steps in implementing a plan to enhance the customer focus in their team

Learning activities

- Structured and organic whole group discussions
- Individual reflection and sharing
- Interactive group activities