



Business



Creating a Customer-Centric Culture



1 Day Course



Classroom or Virtual Blended Training



About the Course

 **Classroom:** R 4, 650 Excl. VAT | **Virtual Training:** R 3, 950 Excl. VAT

It is no longer a competitive advantage for you to just have great customer service. The real imperative for business success lies in creating unparalleled customer experiences.

A faster business pace, increased competition and the instant 24/7 feedback available today means that all employees need to constantly strive to improve the customer journey, something which goes well beyond day-to-day customer service.

This highly engaging **Creating a Customer-Centric Culture** training course will enable delegates to begin designing a route map to implementing customer-centric transformation in their organisations. Delegates will be challenged to look deeper than the products and services they offer, and to identify why they do business and what customer problem they are solving. This process will both challenge and inspire delegates.



[View Public Dates](#)



1 Day



Accessible from any Location on any Device



Certificate of Attendance

What you will learn

- Gaining an in-depth understanding of Customer-Centricity and the positive impact it can have for your business' success.
- Developing a clear picture of who your customers are and how you can best profit from this knowledge by targeting the right people or organisations.
- Creating authentic consumer experiences that delight your customers and keep them coming back and buying.
- Defining why your business exists, aside from making profit, and getting buy-in from your team to ensure that you are all working towards a common goal.
- Identifying the building blocks of Customer-Centricity and practical ways that you can begin implementing this into your organisation to change the way your people think.
- Ensuring everyone within your organisation is empowered to deliver exceptional customer service leading to greater customer loyalty and guaranteed ongoing business.
- Implementing customer-centric metrics to measure and track your success.
- Learning from the best – view practical examples of the most customer-centric brands as a source of inspiration

By attending this course, you will take the first steps towards creating a truly customer-centric organisation and you will finally realise what all successful business already understand:

“Customer-centric culture is an end rather than a means”.

Who should attend

This course is beneficial to any professional who will contribute towards developing a customer-centric structure and culture within their organisation. It is recommended that senior managers, business owners, middle-management, marketing and sales managers consider attending this course.

Course Programme Agenda

An Overview of Customer-Centricity

- What is Customer-Centricity?
- Customer-Centricity vs. Product-Centricity
- Characteristic of a Customer-Centric Organisation
- The Challenges of Becoming A Customer-Centric Organisation
- Why Should Your Organisation become more Customer-Centric?

Getting to know your Customers

- Who are your customers? The answer might surprise you...
- Identify your customer's "Moments of Truth" with your brand
- Where can you go to learn more about your customers?

Understanding your Customer Experience

- Is your organisation customer-centric?
- Understanding consumer demands and expectations
- Customer perception is reality
- Customer Journey Map – Understand Your Customer's Experience
- What does the perfect service experience look like for your customer's?

The Building Blocks of a Customer-Centric Organisation

- Define your WHY and share it throughout your organisation
- Embracing a shared value approach within your organisation
- Make your customers part of the solution
- Using good judgement to ensure you always do right by the customer
- Implement customer-centric policies, procedures and tools

Making the Change to Customer-Centricity in Your Organisation

- Develop a Customer-Centric Mindset in your organisation
- Get all departments involved with the customers
- Using quantitative data and feedback to improve your customer experience
- The vital role of HR in building a customer-centric organisation

Empowering Employees to Deliver Superb Service

- Identify key competencies that reflect your brands values
- Training to ensure that each employee is ready, willing and able to deliver
- Happy employees make happy customers
- Facilitate cross-functional collaboration across the organisation
- Reward employees for their Customer-Centric efforts

Measuring and Managing Customer-Centricity

- What are metrics and why are they important?
- Developing meaningful Customer-Centric Metrics
- Common Customer Experience Metrics
- Assessing the successfulness of your customer journey

Best Practices of Customer-Centricity

- Who is getting customer-centricity right?
- How to act when you don't meet the customer's expectations
- Why you should sweat the small stuff
- Important lessons you can learn from the top brands



Short Course Training Formats

We offer 2 Short Course Training Formats, to fit in with your staff development and upskilling objectives.



Public Training

Public training is the ideal choice to develop a specific skill, and it gives employers the opportunity to pre-plan staff training in advance. Every month, we pre-schedule various short courses for the public.

*Classroom training (Johannesburg only) and Blended / Virtual Training (nationwide) is available.



Onsite / In-House Training

Have a group of delegates and want a tailored organisation-specific training solution? Onsite training is the perfect choice! We can customise your staff training to meet your organisation's needs on a date and at a venue that suits you.

*Classroom training (nationwide) and Blended / Virtual Training (nationwide) is available.

Blended training is available on these popular platforms:



Benefits of this Short Course



Staff Acquire Vital Skills



Increases Efficiency and Productivity



Motivates and Empowers Staff



Future-Proofs your Workforce's Abilities



Immediate Impact on Job Performance



Can lead towards a Competitive Advantage



Can Count towards your B-BBEE Score



Provides a Great Networking Opportunity

Features of this Course



Accessible from any Geographic Location



Expert Facilitators



Practical and Intensive Sessions



Researched to Meet Workplace Demands



Skills you can 'Plug-and-Play' into the Workplace



CBM On-Demand

Training when YOU need it!

No public training short course scheduled on a date when you need it most? No problem. With **CBM On-Demand** we can schedule any course you want, for as many delegates as you need, when YOU want to!

All you need to do to arrange your 'On-Demand' course is to get in touch with us on (011) 454 5505 or email cassidy@cbm-training.co.za. Let us know what your skills development requirements are and we will then arrange your On-Demand course, when YOU need it.



Interested? Here's the Next Step



SIGN UP NOW AND SECURE YOUR PLACE

1. [Click here](#) to register online.
2. Select the training methodology you prefer and the date you would like to attend.
3. Click "make a booking" and fill out the quick online registration form.
4. Choose your payment method to finalise the booking and pay via EFT or credit card.

OR

Click on the buttons below to get a cost estimate before booking.

[Work out a Cost Estimate](#)

[Request a Quotation](#)



HAVE ANY QUESTIONS?

Our professional customer support team is eager to assist and provide you with comprehensive advice and recommend effective skills training solutions.

[Click here](#) to start a live chat with an agent *(available during business hours only)*.

Alternatively, call us on +27 (0)11 454 5505 or email info@cbm-training.co.za.

ACCREDITATION AND B-BBEE



CBM Training holds full institutional accreditation status with the Services SETA – accreditation number 0057.



CBM Training has a B-BBEE Level 2 certificate. We have been evaluated and audited by the BEE Verification Agency.

GET IN TOUCH

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