



*Training Course:  
Customer Focused Management*

*25 - 29 November 2024  
Cape Town (South Africa)  
DoubleTree by Hilton Cape Town - Upper Eastside*

## Training Course: Customer Focused Management

Training Course code: MA1141 From: 25 - 29 November 2024 Venue: Cape Town (South Africa) - DoubleTree by Hilton Cape Town - Upper Eastside Training Course Fees: 5950 € Euro

### Introduction

A customer-focused organization is grounded in the belief that long-term success depends on a commitment to customer satisfaction throughout the entire organization. This program focuses on what it takes to build the culture, the processes, and the relationships that will lead to long-term growth and financial sustainability.

Leaders are role models in planning, communication, coaching, and employee recognition. Their efforts result in increased employee loyalty, greater innovation, and improved customer satisfaction. The course covers customer service management responsibilities, from the most fundamental tasks of hiring, training, coaching, and team building to quality assurance and leadership skills. This challenging and highly participative program will focus on creating and managing effective teams, dealing with difficult customers, understanding behavioral styles, and proven leadership strategies.

- Analyze and implement the best practices of top-performing customer service providers
- Utilize best practices for measuring and monitoring customer satisfaction
- Streamline call center operations for optimal service levels
- Successfully utilize interpersonal skills to supervise and motivate employees
- Empower, motivate and retain frontline personnel

### Course Objectives of Customer Focused Management

- Describe the importance of the leader as a role model for customer service excellence
- Establish the importance of setting and reviewing customer service standards
- Describe techniques to motivate teams and individuals for peak performance
- Develop effective communication strategies to promote team building
- Evaluate surveys to accurately monitor customer satisfaction
- Design a realistic and challenging customer service employee training program

### Course Methodology of Customer Focused Management

This dynamic, 5-day seminar is highly interactive and encourages delegate participation through a combination of group discussion, role-play exercises, videos, case studies, and breakout sessions. This seminar will include benchmarking best practices to model world-class customer service excellence. The comprehensive course manual has been designed to be practical, easy to use, and facilitate learning. Delegates will walk away from this seminar with the skills, confidence, and motivation they need to develop a world-class, customer-centric organization.

### Organizational Impact of Customer Focused Management

- A more productive and streamlined customer service operation
- Focused and motivated customer service leadership
- Increased customer retention and revenue growth
- Reduced personnel turnover and increased teamwork

- Improved Intra/interdepartmental communication
- Increased communication abilities and interpersonal skills

## Personal Impact of Customer Focused Management

- Improved management performance by learning techniques to empower, motivate and retain customer service personnel
- Enhanced leadership and communication skills required for career advancement
- Increased confidence in their abilities to work professionally with difficult or upset customers
- The insight to adjust their own temperament style to become more versatile, adaptable and highly successful
- Up to date techniques and methods to help them provide world-class service
- Improved time management skills and increased productivity

## Course Outlines of Customer Focused Management

### DAY 1

#### Creating a Customer-Focused Organisation

- Vision and mission of a customer-focused organization
- Case study: Benchmarking world-class customer service companies
- The roles and responsibilities of a customer-focused manager
- Breakout session: Are you a leader or manager?
- The importance of presenting a professional business image
- Breakout session: Customer service from the heart
- Case study: Best practices - Xerox's Five Pillars of Customer-focused Strategy
- Mastering nonverbal communication

### DAY 2

#### Enhancing Leadership and Interpersonal Communication Skills

- Supervising the four personality styles
- Practical exercise: Determining your management style
- Overcoming communication barriers in the workplace
- Practical exercise: Listening Awareness Inventory
- Practical exercise: The most admired character traits of leaders
- The supervisor's role in conflict resolution and service recovery
- Facilitation Skills: Managing group dynamics
- How to Give and receive constructive feedback

### DAY 3

#### Setting Customer Service Policies and Performance Standards

- Dr. Deming's Fourteen Points of Total Quality Management
- Traditional manager versus TQM manager
- Setting SMART objectives to improve customer satisfaction
- Breakout session: Developing a call center checklist
- Best practices: Methods of measuring and monitoring customer satisfaction

- Empowering frontline employees to better serve their customers
- Breakout session: Developing a customer service complaint checklist
- Role-play exercise: Working with difficult or demanding customers

#### DAY 4

##### Building High-Performance Teams and Motivating Individuals

- The building blocks of a high-performance team
- Your customer service is only as good as your worst employee
- Team building exercise: The paper towel
- The power of mutual support and cooperation
- Building teamwork with support and recognition
- Coaching and mentoring techniques
- The impact of stress on individual and team performance
- The benefits of teamwork and mutual cooperation

#### DAY 5

##### Leading the Way to Superior Customer Service

- Recruiting, interviewing and hiring quality personnel
- Developing and implementing effective training
- The importance of attitude and teamwork
- Professional development and continuous improvement
- Setting performance goals and expectations
- Employee recognition and performance review
- Empowering, motivating and retaining frontline personnel
- End of course review and delegate feedback

## Registration form on the Training Course: Customer Focused Management

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
Egypt.