



*Training Course:
Beyond Customer Service: Building a Customer
Centric Organisation*

*8 - 12 June 2026
Bangkok (Thailand)*

Training Course: Beyond Customer Service: Building a Customer Centric Organisation

Training Course code: RR5011 From: 8 - 12 June 2026 Venue: Bangkok (Thailand) - Training Course Fees: 6350 € Euro

Introduction

This program focuses on building customer-centric organizations by aligning with customer needs and expectations. Participants learn strategies and best practices for delivering world-class customer service. Key topics include communication, persuasion, and conflict resolution skills. The course covers measuring and improving service standards for long-term customer satisfaction. It helps organizations enhance loyalty and gain a competitive edge.

Course Objectives

- Establish the importance of setting and reviewing customer service standards
- Develop an understanding of internal and external customer expectations
- Communicate more effectively by utilizing active listening and questioning skills
- Demonstrate how to deal with difficult or demanding customers in a professional manner
- Set SMART objectives and goals to become more productive
- Utilize stress management techniques to increase job satisfaction

Target Audience

- Customer service managers and team leaders
- Sales professionals and account managers
- Customer experience and satisfaction teams
- Frontline employees who interact with customers
- Supervisors and department heads looking to enhance team performance
- Anyone responsible for delivering customer service or supporting customer-facing teams

Outlines

DAY 1

The Building Blocks of a Customer-Centric Organisation

- Course overview and learning objectives
- Define Customer Service Excellence
- What do you want your customers to experience?

- Practical exercise: Identify specific ways to use 'customer service' to enhance customer loyalty and build employee morale
- Five key steps for implementing a Customer-Centric Service Model
- Serving your internal customers
- First impressions are important - What do your customers see and hear?
- Understanding your customer's nonverbal communication

DAY 2

Developing a Top-Down Customer-centric Culture

- What do customers really want from your organization and why?
- Does the 'customer experience' align with your organization's business goals and vision/mission statement?
- What do your competitors do better or differently than you do?
- Practical exercise: What are the most admired leadership traits?
- Shaping customer expectations - perception versus reality
- Case study: Examples of companies that provide world-class customer service
- Little things make a big difference - 'going the extra mile'
- The four customer personality types

DAY 3

Responding to the Voice of the Customer

- Case study: Best and worst-rated companies for customer service
- Listen, act, and deliver on customer needs
- Re-evaluate and realign the customer experience in line with demand
- Creating favorable customer service "touchpoints" within your company
- Practical exercise: List the ways that your organization creates positive "touchpoints" to enhance the "customer experience"
- Leading and motivating others to deliver superior service levels
- The Customer Loyalty Chain

- Developing the processes that nurture customer brand loyalty

DAY 4

Measuring and Monitoring Customer Satisfaction

- Why is measuring customer satisfaction important?
- Why is it critical to encourage customer complaints and feedback?
- Establishing quality customer service satisfaction measuring and monitoring standards
- Using customer-centric diagnostic tools to evaluate trends, perceptions, and opportunities for performance improvement
- Best practices for recording and monitoring customer service issues
- Putting in place processes to resolve customer dissatisfaction
- Practical exercise: Customer service quality control checklist
- Strategies for working with difficult and demanding customers

DAY 5

Leading the Way to Customer Service Excellence!

- The importance of attitude, teamwork, and professional development
- Developing a customer-centric training program
- Setting performance goals
- Contests and employee recognition programs
- Coaching and mentoring strategies
- Methods to empower and motivate customer service employees
- Practical exercise: What is your Action Plan?
- What is your Action Plan?

Registration form on the Training Course: Beyond Customer Service: Building a Customer Centric Organisation

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