



*Training Course:  
Customer Focused Management*

*7 - 11 September 2026  
Casablanca (Morocco)*

## Training Course: Customer Focused Management

Training Course code: MA1141 From: 7 - 11 September 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725  
€ Euro

### Introduction

In today's competitive and customer-driven marketplace, organizations must place the customer at the center of their strategies, operations, and culture. Customer-focused management is essential for delivering consistent value, building strong relationships, and achieving long-term success.

This program, developed by [Global Horizon Training Center](#), equips participants with the knowledge and practical tools required to lead and manage with a customer-centric approach. It focuses on aligning organizational processes, people, and performance with customer expectations to enhance satisfaction, loyalty, and business growth.

Participants will gain insights into how to create a culture of service excellence, manage customer experiences effectively, and implement systems that support continuous improvement in customer satisfaction.

### Course Objectives

By the end of this program, participants will be able to:

- Understand the principles of customer-focused management
- Align organizational strategies with customer needs and expectations
- Develop and implement customer service standards
- Enhance customer experience across all touchpoints
- Measure and monitor customer satisfaction and performance
- Improve communication and relationship management with customers
- Manage customer feedback and complaints effectively
- Foster a culture of continuous improvement and service excellence

### Target Audience

This program is designed for:

- Managers and Department Heads
- Customer Service and Experience Managers
- Team Leaders and Supervisors
- Sales and Marketing Professionals
- Operations and Administrative Managers
- Public Sector and Government Service Providers
- Professionals responsible for customer satisfaction and engagement

## Outline

### Day 1: Foundations of Customer-Focused Management

- Understanding Customer-Centric Organizations
- The Importance of Customer Focus in Business Success
- Identifying Customer Needs and Expectations
- Customer Journey Mapping
- Building a Customer-Centric Culture
- Case Studies on Customer Excellence

### Day 2: Customer Experience and Service Design

- Designing Customer-Centric Processes
- Managing Customer Touchpoints
- Service Quality Models SERVQUAL
- Enhancing Customer Experience CX
- Personalization and Customer Engagement
- Digital Customer Experience Strategies

### Day 3: Communication and Relationship Management

- Effective Customer Communication Techniques
- Building Trust and Long-Term Relationships
- Handling Customer Feedback and Complaints
- Service Recovery Strategies
- Emotional Intelligence in Customer Interactions
- Managing Difficult Customers

### Day 4: Performance Measurement and Improvement

- Measuring Customer Satisfaction CSAT, NPS, KPIs
- Data Collection and Analysis
- Continuous Improvement in Customer Service
- Benchmarking and Best Practices
- Aligning Customer Metrics with Business Goals
- Using Feedback for Service Enhancement

### Day 5: Leadership and Sustaining Customer Focus

- Leadership Role in Customer-Focused Management
- Training and Developing Customer Service Teams
- Motivating and Empowering Employees
- Embedding Customer Focus into Organizational Strategy
- Change Management for Customer-Centric Transformation
- Developing Action Plans for Customer Excellence

## 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,  
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