



Conference:
*Beyond Customer Service: Building a Customer
Centric Organisation*

*27 September - 1 October 2026
Dubai (UAE)*

Conference: Beyond Customer Service: Building a Customer Centric Organisation

Conference code: CO8038 From: 27 September - 1 October 2026 Venue: Dubai (UAE) - Conference Fees: 5390 € Euro

Introduction

This seminar focuses on building a strong customer-centric culture within organizations by shifting attention from internal processes to customer needs and expectations. It equips participants with practical tools and strategies to improve customer service excellence, strengthen relationships, and enhance customer satisfaction and loyalty.

Objectives

By the end of this seminar, delegates will be able to:

- Understand the principles of customer-centric organizations
- Identify and meet internal and external customer expectations
- Improve communication using active listening and questioning techniques
- Handle difficult or demanding customers professionally
- Measure and improve customer satisfaction levels
- Set SMART goals to enhance productivity and service quality
- Apply strategies to build long-term customer loyalty
- Develop stress management skills to improve workplace performance

Target Audience

- Customer Service Managers
- Customer Experience Professionals
- Call Center Supervisors & Agents
- Sales & Account Managers
- Frontline Service Employees
- Team Leaders & Supervisors
- Quality & Service Improvement Officers
- Anyone involved in customer-facing roles

Outlines

Day 1: The Building Blocks of a Customer-Centric Organisation

- Conference 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 Conference: Beyond Customer Service: Building a Customer Centric Organisation

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