



*Training Course:
Customer Focused Management*

*12 - 16 April 2027
Madrid (Spain)*

Training Course: Customer Focused Management

Training Course code: RR5013 From: 12 - 16 April 2027 Venue: Madrid (Spain) - Training Course Fees: 5775 € Euro

Introduction

This program focuses on building a customer-focused culture for long-term success. It trains leaders in planning, coaching, and recognition to boost employee loyalty, innovation, and customer satisfaction. Key topics include team building, handling difficult customers, and implementing best practices in customer service. Participants learn to streamline operations, measure satisfaction, and motivate frontline employees. The course equips leaders with strategies for fostering growth and exceptional service delivery.

Course Objectives

- 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

Target Audience

- Customer Service Managers and Supervisors
- Customer Experience CX Leaders
- Contact Center and Call Center Managers
- Team Leaders and Frontline Supervisors
- Operations Managers with customer-facing responsibilities
- Service Delivery Managers
- Branch Managers and Service Center Managers
- Human Resources and Training Professionals involved in customer service development
- Quality Assurance and Customer Satisfaction Specialists
- Business Unit Managers responsible for customer service performance
- Professionals seeking to strengthen leadership and customer service management skills

Course Outlines

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® 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):
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Address:
City / Country:

Person Responsible for Training and Development

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

- ☐ Please find enclosed a cheque made payable to Global Horizon
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