Customer Focused Management: Driving Organizational Success

30 May – 3 June 2027
Tunis (Tunisia)



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Why This Course

In today's competitive business landscape, exceptional customer service is a key driver of loyalty, growth, and organizational success. Leaders who can embed a customer-centric mindset throughout their teams create experiences that delight customers, strengthen relationships, and deliver measurable results.

This intensive 1-week program equips leaders with practical strategies, leadership techniques, and actionable tools to build and manage customer-focused organizations. Participants will learn how to lead teams, enhance customer experiences, and implement systems that continuously improve satisfaction and loyalty.

What You'll Learn and Practice

By participating in this program, you will:

- Develop a customer-centric vision and strategy for your organization.
- Master techniques to lead, motivate, and empower customer service teams.
- Learn how to measure, analyze, and improve customer satisfaction.
- Enhance communication skills for engaging both customers and teams.
- Apply best practices for handling challenging customer situations.
- Create actionable plans for driving organizational transformation toward customer focus.

The Program Flow

Day 1: Foundations of Customer-Focused Management

- Understanding what it means to be a customer-centric organization.
- Developing a clear customer service vision and mission.
- Benchmarking world-class customer service practices.
- The pivotal role of leadership in shaping a customer-focused culture.

Day 2: Leading Customer Service Teams

- Recruiting, hiring, and training for service excellence.
- Motivating, coaching, and empowering frontline staff.
- Building high-performing, engaged customer service teams.
- Mentorship techniques to strengthen team performance and accountability.



Day 3: Enhancing Customer Experience

- Understanding customer needs, expectations, and behaviors.
- Developing service standards, policies, and effective complaint resolution processes.
- Leveraging technology to improve the overall customer experience.
- Strategies for consistently delivering exceptional service at every touchpoint.

Day 4: Measuring and Improving Customer Satisfaction

- Identifying and tracking key performance indicators for customer satisfaction.
- Designing and implementing customer surveys to gather actionable insights.
- Analyzing feedback to drive improvements and resolve issues proactively.
- Embedding continuous improvement strategies into customer service operations.

Day 5: Advanced Customer Service Leadership

- Managing complex and challenging customer interactions.
- Applying advanced communication strategies as a leader.
- Building and sustaining a culture of customer focus across the organization.
- Developing an actionable plan to transform organizational customer service practices.

Individual Impact

- Gain confidence in leading customer-focused initiatives and teams.
- Develop a toolkit of strategies for coaching, motivating, and empowering staff.
- Enhance skills in analyzing customer feedback and implementing improvements.
- Leave with a personalized action plan for driving lasting customer-focused change.

Organizational Impact

- Strengthen customer satisfaction, loyalty, and long-term relationships.
- Build a high-performance culture centered around customer excellence.
- Improve operational efficiency through structured feedback and continuous improvement.
- Align organizational strategy with customer expectations and market demands.

Training Methodology

This program combines interactive learning with practical application, including:

- Real-world case studies and best practice examples.
- Workshops on leadership, team motivation, and customer experience design.
- Role-playing exercises for handling challenging customer situations.
- Tools, templates, and action plans for immediate application in the workplace.



Beyond the Course

Upon completion, participants will be able to:

- Lead teams and initiatives that consistently deliver exceptional customer experiences.
- Implement measurable systems to track, analyze, and improve customer satisfaction.
- Build a culture that places customers at the center of organizational strategy.
- Drive sustainable organizational transformation toward a customer-focused mindset.

This program provides leaders with a clear roadmap to embed customer-centric thinking, elevate service standards, and create a culture that drives both customer loyalty and business growth.

