

Customer Focused Management: Driving Organizational Success

Marketing, Sales, Customer Service
Malaga (Spain)
03 - 07 Nov 2025

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A conceptual image featuring chess pieces on a checkered board. In the foreground, a large gold king piece stands prominently next to a silver pawn. To the left, another silver pawn is visible. The background consists of concentric circles, suggesting a strategic or focused theme.

Customer Focused Management: Driving Organizational Success

Ref: 321521_128083 **Date:** 03 - 07 Nov 2025 **Location:** Malaga (Spain) **Fees:** 4400 **Euro**

Course Description

This intensive 5-day Customer Focused Management course equips leaders with essential skills to create and manage customer-centric organizations. Participants will learn strategies to enhance customer satisfaction, build loyal relationships, and drive organizational growth through effective leadership, communication, and team management techniques.

Learning Objectives

- Develop a customer-centric vision and strategy for your organization
- Master techniques for leading and motivating customer service teams
- Learn to measure and improve customer satisfaction metrics
- Enhance communication skills for better customer and team interactions
- Implement best practices for handling challenging customer situations

Course Modules

Day 1: Foundations of Customer-Focused Management

- Understanding the customer-centric organization
- Developing a customer service vision and mission
- Benchmarking world-class customer service companies
- The role of leadership in customer focus

Day 2: Leading Customer Service Teams

- Hiring and training for customer service excellence
- Motivating and empowering frontline staff
- Coaching and mentoring techniques
- Building high-performance customer service teams

Day 3: Enhancing Customer Experience

- Understanding customer needs and expectations
- Developing customer service standards and policies
- Implementing effective complaint resolution processes
- Utilizing technology to improve customer experience

Day 4: Measuring and Improving Customer Satisfaction

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- Key performance indicators for customer satisfaction
- Designing and conducting customer surveys
- Analyzing customer feedback and implementing improvements
- Continuous improvement strategies

Day 5: Advanced Customer Service Leadership

- Managing challenging customer situations
- Effective communication strategies for leaders
- Building a culture of customer focus
- Developing action plans for organizational transformation

Practical Wins for Participants

- Create a customer-centric vision and strategy for your organization
- Develop a toolkit for coaching and motivating customer service teams
- Design an effective customer feedback system
- Craft an action plan for transforming your organization's customer focus

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