

# Customer Focused Management: Driving Organizational Success

Marketing, Sales, Customer Service  
London (UK)  
06 - 10 Oct 2025

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A close-up photograph of chess pieces on a checkered board. In the foreground, a large, ornate gold king piece stands prominently. To its left, a smaller silver pawn is visible. Further back, another silver pawn is positioned. The background features concentric circles, suggesting a target or focus. The overall image conveys a sense of strategy and partnership.

## **Customer Focused Management: Driving Organizational Success**

**Ref:** 321521\_134226 **Date:** 06 - 10 Oct 2025 **Location:** London (UK) **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

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. The board has a checkered pattern, and there are concentric circles in the background.

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