

# Customer Focused Management: Driving Organizational Success

15 – 19 February 2027  
Madrid (Spain)

UK Traininig

# PARTNER



## Customer Focused Management: Driving Organizational Success

**Ref:** 321521\_162179 **Date:** 15 – 19 February 2027 **Location:** Madrid (Spain) **Fees:** 5200 GBP

### 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 5-day 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.

UK Training

**PARTNER**

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver, set against a background of concentric circles.

### **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.

Black Bird Training  
**PARTNER**



## 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.**

UK Training

**PARTNER**

