



**Customer-Focused Management**

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## **Customer-Focused Management**

**5 days training course**

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**For detailed information on training course dates, please click the link:**

**[Customer-Focused Management.](#)**"



## Course Overview

In today's competitive business landscape, organizations must prioritize customer satisfaction to drive long-term success. This course provides leaders and managers with the strategies and skills to build a customer-centric culture, enhance service quality, and improve customer engagement. Participants will explore best practices from world-class customer service organizations and develop techniques to effectively manage and motivate teams for superior customer service.

## Course Objectives:

- Understand the principles of a customer-focused organization.
- Learn strategies for building and sustaining a customer-centric culture.
- Develop skills to manage and lead diverse customer service teams.
- Improve communication techniques to enhance customer interactions.
- Utilize coaching and mentoring to develop customer service excellence.
- Explore the role of technology and social media in customer engagement.

## Who Should Attend?

- Business leaders and managers responsible for customer service operations.
- Customer service and sales professionals seeking to improve customer engagement.
- HR and training professionals focused on customer experience strategies.
- Entrepreneurs and business owners looking to enhance their service quality.
- Anyone interested in mastering customer-focused leadership and management.

## **Course Outline:**

### **Day 1: The Vision and Mission of a Customer-Focused Organization**

- Defining customer-focused management
- Understanding customer expectations and behaviors
- Developing a customer-centric mission and strategy
- Case study: Benchmarking world-class customer service companies

### **Day 2: Managing and Motivating Customer Service Teams**

- Understanding different personality styles in customer interactions
- Supervising and adapting to diverse team dynamics
- Practical exercise: Determining your management style
- Leadership techniques for fostering a customer-first mindset

### **Day 3: Enhancing Customer Interactions and Communication**

- Dealing with customers as individuals – personalization techniques
- Effective problem-solving and complaint resolution strategies
- Emotional intelligence in customer service
- Coaching and mentoring techniques for service excellence

### **Day 4: Managing Stress and Performance in Customer Service**

- The impact of stress on individual and team performance
- Strategies to maintain motivation and productivity
- Conflict resolution in customer-facing roles
- Creating a resilient and customer-focused team culture

### **Day 5: Leveraging Technology for Customer Engagement**

- Using social media to enhance customer relationships
- Digital tools and automation for improving customer service
- Strategies for gathering and utilizing customer feedback
- Developing a long-term action plan for sustaining customer focus



## DOCUMENTATION

The **MTC team** has meticulously prepared **high-quality training materials** for distribution to all delegates.

## CERTIFICATES

An **accredited Certificate of Completion** will be awarded to participants who successfully attend and complete the program.

## SCHEDULE

Course sessions are scheduled as follows:

- **Morning Session:** 09:00 AM – 1:00 PM
- **Afternoon Session:** 01:00 PM – 05:00 PM

## REGISTRATION & PAYMENT

To register, please complete the **registration form** available on the course page and submit it with your **preferred payment method**. Alternatively, you can contact us via **email or WhatsApp** for assistance.

## TRAVEL & TRANSPORT

We ensure a **seamless travel experience** by providing **airport-hotel-airport** transfers for all participants.