



Increasing Customer Focus

This workshop explores research on what customers complain about as well as how to earn customer loyalty. Various aspects of customer service are explored, including the Customer Service Cycle, Moments of Truth and Dimensions of Customer Service. Multiple assessments are provided to help participants understand their current situation and activities are used to apply the concepts. Participants are encouraged to reflect upon and develop an action plan to improve the levels of customer focus and service in their organizations.

Program Objectives:

- Explore the importance of a good customer relationships
- Define and describe an enthusiastic customer
- Identify strategies for achieving excellent customer relationships
- Create an action plan to improve customer service

Course Overview:

This course uses a highly interactive teaching style, combining discussions of relevant theory and customer care principles with practice simulations and assessments to create a rich and engaging learning environment.

Content:

- **Comfort Zone:** why it is difficult to change
- **Customer Focus:** definition and quiz of customer service facts
- **Customer Service Cycle:** 3 easy steps
- **Customer Focus Assessment:** how customer focused is your organization?
- **Organizational Dynamics Cycle:** review of the connections between manager enthusiasm, employee enthusiasm and customer enthusiasm
- **Moments of Truth:** review of what drives the customer experience
- **Customer Team Initiative:** explore how to manage Moments of Truth