## Introduction

A customer-focused organization is built on the belief that long-term success depends on a commitment to customer satisfaction. This customer-focused management program centers around creating a culture, developing processes, and fostering relationships that contribute to long-term growth and financial sustainability.

Leaders play a crucial role in planning, communication, coaching, and employee recognition. Their actions significantly enhance employee loyalty, innovation, and customer satisfaction.

This course addresses a wide range of customer service management responsibilities, from the basics of hiring, training, coaching, and team building, to quality assurance and leadership skills.

## The Essence of Customer Focus in Quality Management

Customer focus is at the heart of Total Quality Management (TQM) and is essential for organizational success. Integrating a customer-centric approach into every aspect of the business ensures that organizations meet the highest standards of customer service and satisfaction.

This course will explore strategies that support a customer-focused and quality management framework, teaching how to effectively implement customer focus in quality management within your team and organization.

## Targeted Groups

- Sales managers
- Department managers
- Customer service managers
- Customer service professionals
- Team supervisors
- Frontline customer service representatives (CSR)
- Account managers
- Field service representatives
- Individuals seeking to gain essential skills to improve their career

## Course Objectives

By the end of this customer-focused management course, participants will be able to:

- Describe the importance of leaders as role models for customer service excellence
- Establish the significance of setting and reviewing customer service standards
- Apply techniques to motivate teams and individuals for peak performance
- Develop effective communication strategies to promote team building
- Accurately evaluate surveys to monitor customer satisfaction
- Design a realistic and challenging customer service employee training program

- Analyze and implement best practices from top-performing customer service providers
- Use best practices to measure and monitor customer satisfaction
- Utilize interpersonal skills to supervise and motivate employees
- Empower, motivate, and retain frontline personnel

## Targeted Competencies

By the end of this training, participants will have developed:

- A more productive and streamlined customer service operation
- Focused and motivated customer service leadership
- Increased customer retention and revenue growth
- Reduced personnel turnover and enhanced teamwork
- Improved intra- and inter-departmental communication
- Enhanced communication abilities and interpersonal skills

## Course Content

### Unit 1: Creating a Customer-Focused Organisation

- Vision and mission of a customer-focused organization
- Benchmarking world-class customer service companies
- Roles and responsibilities of a customer-focused manager
- The importance of presenting a professional business image
- Breakout session: Customer service from the heart
- Best practices – “Xerox’s” five pillars of customer-focused strategy
- Mastering nonverbal communication

### Unit 2: Enhancing Leadership and Interpersonal Communication Skills

- Supervising the four personality styles
- Determining your management style
- Overcoming communication barriers in the workplace
- Listening awareness inventory
- Most admired character traits of leaders
- The supervisor’s role in conflict resolution and service recovery
- Managing group dynamics
- How to give and receive constructive feedback

### Unit 3: Setting Customer Service Policies and Performance Standards

- “Dr. Deming’s” fourteen points of Total Quality Management
- Traditional manager vs. TQM manager
- Setting SMART objectives to improve customer satisfaction
- Developing a call center checklist
- Methods of measuring and monitoring customer satisfaction
- Empowering frontline employees to serve customers better
- Creating a customer service complaint checklist
- Working with complex or demanding customers

**Unit 4: Building High-Performance Teams and Motivating Individuals**

- The building blocks of a high-performance team
- Customer service is only as good as the worst employee
- Team building: The paper towel exercise
- The power of mutual support and cooperation
- Building teamwork through support and recognition
- Coaching and mentoring techniques
- The impact of stress on individual and team performance
- The benefits of teamwork and collaboration

**Unit 5: Leading the Way to Superior Customer Service**

- Recruiting, interviewing, and hiring quality personnel
- Developing and implementing practical training programs
- The importance of attitude and teamwork
- Professional development and continuous improvement
- Setting performance goals and expectations
- Employee recognition and performance reviews
- Empowering, motivating, and retaining frontline personnel