

Customer Centricity

Program Outline



Customer Centricity

Customer centricity is the practice of building a work environment that prioritizes the needs of both the team and the customer, in that specific order. If the team is happy and prepared, they will treat the customer with kindness and respect while delivering their commitments. One can observe and measure this by tracking customer experiences.

The secret to this outlook on customer centricity relies on pivoting from a win-lose to a win-win proposition between the customer and the team. This proposition will help the team focus on adding value to the customer by aligning their own needs with the customer's wants in a manner that embodies the company's motto during each customer interaction.

Managers can do this by overcoming the obstacles that stand in their path, embracing new ideas and ways of thinking, and altering existing processes to launch initiatives that complete the transformation.

Objectives

The program is designed to help learners:

- ▶ Redefine the meaning of customer centricity
- ▶ Recognize the benefits of a win-win approach to customer centricity
- ▶ Apply tools and techniques to become customer-centric

Course Modules

Module 1: Are you Customer Centric?

Module 2: The Win-Win Proposition

Module 3: The REAL Deal

Program Agenda

The following agenda can be used to run the workshop in 90-120 minutes. The duration of each section is only an estimate and can be adjusted based on your requirement.

Topic	Approx. Time	Training Aids
Introduction <ul style="list-style-type: none">• Introduction of the facilitator• State program outline/objectives• Map participant expectations	10 Minutes	Presentation slides
Module 1: Are you Customer Centric? <ul style="list-style-type: none">• Case Study: Virgin Atlantic• Redefining Customer Centricity	25 Minutes	Presentation Slides, Whiteboard, Case Study, Discussion, Workbook
Module 2: The Win-Win Proposition <ul style="list-style-type: none">• Group Discussion: A Matter of Choice• Benefits of Win-Win	20 Minutes	Presentation Slides, Whiteboard, Case Scenarios, Discussion, Workbook, Breakout room (for VILT)
Module 3: The REAL Deal <ul style="list-style-type: none">• Remove, Embrace, Alter, Launch• Is this still you?	25 Minutes	Presentation Slides, Whiteboard, Workbook
Wrap up and close <ul style="list-style-type: none">• Summary of the Session• Participant Reflection• Q&A to reinforce the learning of the program and to guide on the application of the same.	10 Minutes	Q&A / Link to the feedback form