XCELERATE TRAINING INSTITUTE

your learning & development partner

CUSTOMER SERVICE

Customer Centricity

DURATION	LANGUAGE	FORMAT
5 days	English	Classroom / Online

Upcoming dates

Dates	Venue	Format	Fee
4 – 8 Jan 2027	Amman	Classroom	€4,800
28 Jun – 2 Jul 2027	Live online	Online (live)	€1,200
6 – 10 Dec 2027	Live online	Online (live)	€1,200

Register or ask a question

Online: x8ti.com/course/customer-centricity/

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Customer Centricity

Introduction

Introduction

How do you build customer centricity? Every organization has a business philosophy that guides the way they conduct themselves. When a business philosophy places their customer at the center of their operations it is said to be customer centric.

For an organization committed to customer centricity, customer satisfaction isn't just another shoptalk that businesses engage in to remain in trend. Organizations following customer centricity religiously keep customers in focus while taking and implementing any decision.

The management consciously ensures that every decision implemented within the organization prioritizes customers and creates value for customers. The Spirit of customer centricity lies in ensuring the best possible customer experience and it acts as a guiding force for every element in the organization.

How is the concept of customer centricity different from customer service? How can an organization anticipate customer needs? How can customer centricity be utilized to gain competitive advantage over industrial peers? How to fix responsibility for customer experience?

How to enrich a customer centric culture in the organization? These are certain challenges that might put an organization into a predicament that wants to test out waters in the field of customer centricity. Thus, it becomes compelling for the management to be well acquainted with practicalities that come along with being a customer centric organization.

Any organization that treats customer satisfaction and experience as an afterthought is unable to create long-lasting business value. Understanding customer centricity is need of the hour for corporations.

Xcelerate Training Institute Talent Solutions has introduced a Customer Centricity course to provide its learner up-to-date informational material and counsel regarding the subject. The course aims to train employees, professionals and businessperson with key insights of customer centricity and related topics.

The training program will convert employees into active members striving to cultivate customer centric culture. Customer appropriate behavior needs to be taught and slowly enriched within employee conduct. This is made possible through this responsive training program. The program will help participants understand the latest trends, tactics and strategies needed to create sustainable value for customers.

Learning Objectives

On successful completion of the Customer Centricity Training Program, participants shall be able to:

- Create a positive customer experience throughout the journey of the customer
- Fix role of every employee in developing a customer centric culture
- Enhance customer satisfaction by creating a personalized experience for customers

- Design customer-centric programs that will help in gaining a competitive advantage in the market
- Align products and processes to customer needs and enhance the customer journey
- Increase customer retention through better customer-centrist programs and thus cutting customer acquisition costs
- Acquire knowledge of latest practices and applications used for the purpose of customer centricity

Training Methodology

- Interactive sessions
- Case studies
- Problem solving exercises
- Group Discussions
- Management Games
- Role playing/role modelling
- Presentations

Xcelerate Training Institute Talent Solutions follows the ‘Do-Review-Learn-Apply’ model.

Benefits For Your Organization

Participants upon successful completion of Customer Centricity course, shall benefit their organization in the following manner:

- Bring together an efficient workforce dedicated to working towards customer centricity
- Develop acumen necessary for timely recognizing customer needs and expectations
- Efficiently design the experience for relevant customers
- Strive to deliver best experience at minimum cost
- Develop a healthy environment within the organization focused on sustainable competitiveness
- Create differentiation among peers through enhanced customer centric strategies
- ensuring better customer retention
- Understand risks of disregarding customer centricity

Benefits For You

Upon successful completion of the Customer Centricity course, participants shall benefit at a personal level in the following manner:

- Learn to use various customer centric metric and variables
- Develop customer focused leadership among management and teams
- Understand every decision needs to consider the customer perspective including operational decisions, hence improving and evolving dynamic decision-making
- Gather a better understanding of customer journey and attempt to create value on different touch points
- Learn to anticipate probable hurdles in the path of customer journey

Target Audience

- Marketing managers/Marketing heads

- Customer Service Professionals/Leaders and Managers
- Customer relationship managers/Relationship managers
- General managers
- Sales professionals, salesperson
- Start-up founders, entrepreneurs

Course Outline

Understanding Customer Centricity

- Inter relatedness between customer service, customer experience and customer centricity
- Product centricity vs. customer centricity
- Delivering on customer centricity
- Customer centric data model
- Developing customer centric culture
- Challenges and difficulties encountered in becoming customer centric organization

Customer Equity

- Brand equity
- Customer vs. brand equity
- Calculating customer equity
- Ways to increase customer equity

Customer Lifetime Value

- Customer lifetime value calculation methods: lifespan formula, predictive formula
- Customer profitability and lifetime value
- Value creation through supply chain management
- CLV model: Pareto model, etc.

Customer Relationship Management

- Internal and external relationship
- Transactional approach vs. relationship approach
- Customer profile analysis
- Strategic CRM planning and implementation

Developing Competitive Advantage

- Creating economic value
- Creating superior value
- Customer value creation

Developing Customer-centrist Strategy

- Customer value proposition
- Problem-solving approach
- Customer-centric selling
- Customer innovation

- Utilizing customer feedback in strategy formulation

Marketing Perspective

- Customer acquisition
- Customer loyalty
- Measuring customer satisfaction

Comprehending Customer Needs and Expectations

- Product proliferation
- Customer perception analysis
- Customer behavior
- Group customer
- Customer expectation of service
- Meeting diverse customer needs

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Registration Form

Customer Centricity

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

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Register online
Open the course page