

# Creating and Leading Customer Oriented Teams

Becoming the Preferred Supplier

## Target audience

- Managers whose team members are in direct or indirect contact with customers

## Pre-requisites

- There are no pre-requisites for this course

## Objectives

- Understand how customer enthusiasm contributes to your company's growth
- Identify the management practices that build customer relationships that last
- Focus your team's approach on customer relationships that last
- Build your team's customer-focused initiative and proactiveness

## On-the-job benefits

- Blend customer focus into your team management
- Encourage your team to build customer enthusiasm
- Build more cooperative relationships

## Benefits for the company

- Manager dedication to customer loyalty
- Customer-focused initiative and proactiveness
- Smoother cross-functional operations
- More customer enthusiasm and fewer disputes
- More loyal customers who will be happy to recommend you

## Special features of this course

The three pillars of management focused on customer relationships that last



Five case studies to zoom in on and boost your team's customer focus

### Mission 1 :

Identify your team's direct and indirect contributions to customer satisfaction and loyalty

### Mission 2 :

Analyse and use feedback from your service-quality barometer

### Mission 3 :

Map out your team's customer-focus action plan

### Mission 4 :

Deal with complaints

### Mission 5 :

Communicate to enhance customer-focused cooperation

- 1] Promoting **Customer Culture** to build meaning into day-to-day duties
- 2] Building team **Proactiveness** to earn customer preference
- 3] Supporting team **Enthusiasm** to build customer relationships that last

