

Customer Driven Organization

In a customer driven organization everyone sees the importance of his or her performance as part of a collaborative, customer-driven effort to deliver customer valued services and product. In order to create customer value, which is a critical factor in improving a company's bottom line organizations should cultivate a customer-driven mindset. In this course participants will learn how to cultivate a customer-driven mindset throughout their organization through stimulating presentations, and helpful exercises.

Course Outline

- Introduction
- Identifying Customers
- Knowing Your Customer
- Losing Customer

Who Should Attend

Middle to high level staff such as:

- Team leaders
- Managers
- Customer service supervisors

Course Duration

The standard duration of this course is 12 contact hours.

Approvals & Accreditation

- Ministry of Labour, Kingdom of Bahrain
- HABC
- ILM

Prerequisites

The candidate must have completed or be in the process of completing a high school or secondary school diploma or similar educational standards.

Learning outcomes

Upon the completion of this Course, the learner will be able to:

- Understand the vital importance of the customer to any organization
- See the value in having excellent service for both internal and excellent customers
- Identify the factors that can prevent an organization from maximizing customer value
- Understand how to critically look at the customer service levels and to establish if the organization is truly customer driven
- Identify different customer types and interact appropriately with them

Training methods

- Interactive facilitator lead learning
- Class activities
- Group discussions
- Case studies
- Practical sessions
- Question and answer sessions
- E-learning
- Role-plays
- Self-assessment tools

For more information please feel free to contact:

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