

Training Charter

Training Overview: Enhancing Customer-Centricity, Customer Experience, Loyalty, and Communication Skills for Employees

Training Methodology

- Interactive Videos
- Games
- Discussions
- Mind Maps
- Assessments

Target Audience: Employees directly related to customer experience building

Session 1: Introduction to Customer-Centricity and its Importance

- Understanding the concept of customer-centricity
- Exploring the impact of customer-centric approach on business success
- Role of blue-collar employees in delivering exceptional customer experiences

Session 2: Foundations of Customer Experience (CX)

- Defining customer experience and its key components
- Exploring the customer journey: pre-purchase, purchase, and post-purchase phases
- Identifying touchpoints and moments of truth in the customer journey

Session 3: Elements of Outstanding Customer Experience

- Effective communication as a cornerstone of exceptional CX
- Developing empathy and active listening skills
- Anticipating customer needs and exceeding expectations
- Case studies showcasing companies known for outstanding customer experiences

Session 4: Enhancing Communication Skills

- Importance of clear and respectful communication
- Verbal and non-verbal communication cues
- Overcoming language and cultural barriers in customer interactions
- Role-play exercises and group discussions for practicing effective communication

Session 5: Building Customer Relationships and Loyalty

- Understanding customer loyalty and its benefits
- Strategies for fostering long-term customer relationships
- Creating personalized experiences and addressing individual preferences
- Handling customer complaints and turning them into opportunities

Session 6: Effective Problem Solving and Decision Making

- Approaches to quickly resolve customer issues

- Empowerment and decision-making authority for front-line employees
- Balancing customer satisfaction and company policies
- Role-based scenarios for practicing problem-solving skills

Session 7: Handling Challenging Situations and Difficult Customers

- Techniques for managing challenging customer interactions
- De-escalation strategies to diffuse tense situations
- Maintaining professionalism and composure under pressure
- Real-world examples of successful conflict resolution

Session 8: Measuring and Improving Customer Satisfaction

- Introduction to customer satisfaction metrics (CSAT, NPS, CES)
- Gathering customer feedback and interpreting results
- Continuous improvement: Using feedback to enhance processes and services

Session 9: Aligning with Company Values and Mission

- Understanding the organization's values and mission
- Incorporating company values into customer interactions
- Creating a sense of ownership and pride among employees

Session 10: Putting It All Together - Simulations and Role Plays

- Applying customer-centric principles in realistic scenarios
- Practicing effective communication, problem-solving, and empathy
- Feedback and coaching for improvement

Session 11: Wrap-up and Action Planning

- Reflecting on key takeaways from the training
- Creating individual action plans for implementing new skills
- Commitment to continuous learning and growth in customer-centricity

Training Support:

- One-on-one coaching or mentoring for employees seeking additional guidance

This training program aims to equip employees with the necessary skills and mindset to provide exceptional customer experiences, enhance customer loyalty, and contribute positively to the organization's customer-centric culture.