



Confederation of Indian Industry

CII Naoroji Godrej Centre of Manufacturing Excellence

Online Workshop on

CUSTOMER CENTRICITY

Date: 24th March 2021

Duration: 3 Hours

Timings: 2pm – 5pm

INTRODUCTION

In the competitive environment providing customer service or feedback is no longer an advantage, it is imperative. To have an edge, employees should be in a position to constantly question them self “how can I impact the customers?” A customer centric functioning is critical. Customer centricity is putting the customer first, to gain customer satisfaction and loyalty. To be successful it is essential that customer’s experience and their journey in the organization are smooth and satisfactory. For gaining excellence in the organization being customer focused is required. This is where this workshop can help you.

LEARNING OBJECTIVES

The workshop focuses on helping organizations develop a customer centric environment by understanding the needs of customers, designing an approach and making the changes, communicating effectively to the customers, and creating a long-lasting relationship. Understanding the benefits of a customer focused functioning and driving a customer centric culture

WORKSHOP FEATURES

Customer Centricity: Putting Customer Focus at the Heart is based on experiential learning using online pre-work, engaging facilitation, and online follow-up to create a personalized learning experience. It involves creating a customized plan for understanding customer needs and ensure their satisfaction through real life case studies and personalized activities

WORKSHOP OUTCOME

- Gaining a perspective on how to understand the needs of the customer
- Knowing about the stages of customer focus
- Being able to view from customer’s perspective
- Taking up responsibilities to impact customer in different ways
- Knowing the barriers in delivering the service to the customer
- Learning to create strategies to overcome the barriers
- Understanding the importance of observation and feedback

Subtopics (2 Hour Session)	Time (in mins)
Defining Customer centricity	5
Understanding customer preferences based on customer styles	10
Adapting to customer style to influence decisioning	20
Building Trust with customers	15
Listening and communication skills for customer centricity	20
Customer Centricity Excellence Model	20
Case study discussions	30

WHO SHOULD ATTEND:

- All staff who are both directly and indirectly customer facing, including product development, marketing, sales, billing, CSR, retail, support, IT systems and web designers etc., to understand the need to see your organization as customers see it.
- Managers and senior personnel who want to implement a customer centric based management approach across their organization.

FACULTY:

Dr.Tulika Pandit is a certified ICF Coach, NLP Practioner, Facilitator and Coach with over 14 years of experience mentoring in the biggest corporates and Institutions of India

MODE OF DELIVERY : Microsoft Teams**PARTICIPATION FEES**

INR 3000 + GST @ 18% Per Participant

DISCOUNT

5% on 2 nominations from an organization.

10% on 3 or more nominations from an organization.

We urge you to both, participate as well as spread the word around.

HOW TO REGISTER : http://www.cii.in/OnlineRegistration.aspx?Event_ID=E000053730

NOMINATIONS & ENQUIRIES:

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