



Sales, Marketing and Customer Service

## **Customer Delight: Developing a Customer Centric Culture Organization**

# Course Introduction

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This course is designed to help organizations enhance customer satisfaction and loyalty by focusing on segmenting customers, evaluating cost-to-serve, reviewing customer agreements and service fulfillment, identifying key customers, and establishing a responsive and agile customer delight culture. In today's competitive business landscape, delivering exceptional customer experiences is paramount to success.

Throughout this training program, participants will gain practical insights and strategies to effectively meet customer needs, optimize service delivery, and foster strong customer relationships. By the end of the program, participants will be equipped with the tools and knowledge to create a customer-centric culture, implement continuous improvement practices, and drive ongoing customer delight initiatives. Join us on this journey as we explore the path to delighting customers and achieving sustainable business growth.

# Target Audience

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- Sales Executives
- Business Development Executives
- Sales / Marketing Managers
- Account Managers / Relationship Managers
- Sales Directors
- Teachers / Trainers
- Leaders
- Students
- Head of Department
- Art Directors
- HR professional
- Career shifters
- Business Owners / Entrepreneurs
- Social Media Specialist
- SEO Specialist
- Customer Service Officers

# Learning Objectives

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**At the end of the training course, participants will be able to**

- Gain the knowledge and expertise to effectively segment customers.
- Evaluate cost to serve and define opportunities for improve.
- Review and analyze customer agreement service and fulfillment.
- Identify key customers and define collaboration strategy.
- Establish a responsive and agile with a continuous improvement loop in place to ensure opportunities constantly reviewed.

## Course Outline

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### • 01 Day One

#### **Customer Segmentation and Cost Analysis**

- Introduction to Customer Segmentation
- Methods of Customer Segmentation
- Evaluating Cost to Serve Different Customer Segments
- Identifying Opportunities for Cost Optimization
- Analyzing Customer Data for Improvement Opportunities
- Gathering Customer Feedback and Insights
- Defining Improvement Opportunities for Customer Segments

### • 02 Day Two

#### **Customer Agreements and Service Fulfillment**

- Reviewing Customer Agreements and Service Level Agreements (SLAs)
- Alignment of Agreements with Customer Needs and Business Goals
- Mapping Service Fulfillment Processes

- Identifying Bottlenecks and Inefficiencies
- Applying Lean and Agile Principles to Optimize Service Fulfillment
- Understanding Key Customer Needs and Expectations
- Developing Customer-Centric Service Strategies

### • 03 Day Three

#### Responsive and Agile Customer Delight Culture

- Establishing a Customer-Centric Culture
- Developing a Customer-Centric Mindset
- Communication and Reinforcement of Customer Delight Principles
- Implementing a Continuous Improvement Loop
- Feedback Loops and Performance Metrics for Customer Satisfaction
- Strategies for Continuous Improvement and Innovation
- Action Planning and Roadmap for Ongoing Customer Delight Initiatives

## Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 19, 2025	May 21, 2025	3 days	3250.00 \$	UAE - Abu Dhabi
July 21, 2025	July 23, 2025	3 days	3250.00 \$	UAE - Dubai
Nov. 24, 2025	Nov. 26, 2025	3 days	3250.00 \$	UAE - Dubai