



IMPROVING CLIENT FOCUS WITHIN A TEAM

The service companies provide is now perceived as their main differentiating factor, especially in today's post-industrial economies where the competition with emerging countries has come to a head. One of the best ways for a company to stand out from the competition is to offer a high-quality service that meets the requirements of its customers. This means listening to customers in order to identify their expectations, and establishing a form of organisation that meets their requirements. The company must focus on customer satisfaction as a whole – and on every level – in order to deploy the best possible customer-oriented strategy. On a day-to-day basis, it is up to every manager to show the way, relay the customer's priorities to their teams and transform the repercussions of these priorities in terms of organisation and behaviour. Devised with one of the world's leading service strategy specialists, this course will show you how to set about this task to transform your team's culture and organise its work in line with the final customer's requirements.

This programme is designed for:

- business unit managers
- line managers
- project managers

At the end of this course you should be able to:

- analyse possible areas for improvement to make your team more client focused
- manage your business so that it is client focused
- master communication fundamentals essential to people management
- manage people so that they become more client-focused

The management certificate shows you have acquired the skills covered in the course.



Benefits of the programme:

your teams will be more independent and committed to serving clients
you'll help increase customer loyalty and enhance your corporate image
your team will be aligned with corporate strategy

3 MONTH TRAINING PATH (21 HOURS)

A welcome message includes your login ID for the training course website.

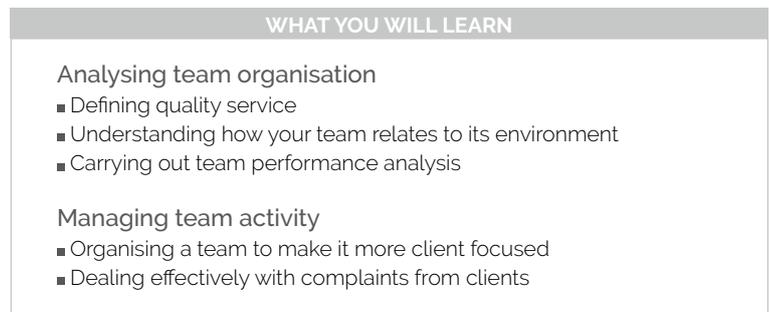
1 Preparing for the programme

Assess your level before you begin your training, and tell us what you expect from the course so that your trainer can recommend a personalised training path.



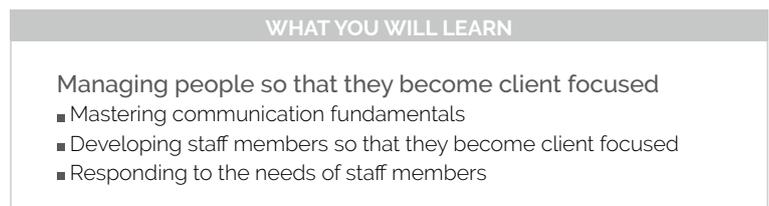
2 Mastering the fundamentals

Begin training and putting the fundamentals into practice, making the most of your trainer's experience and advice.



3 Building on what you've learned

Consolidate the skills you've acquired and build on them. Receive an action plan recommended by your trainer.



4 Receiving your certificate

Your trainer assesses your progress on the course. When the course is completed, you'll receive a certificate endorsing the skills you've acquired.

