



## ***Service Leadership - Building a Customer-centric Organization***

***The 4Ps in Classical Marketing Theory is passé ...  
Service Dominant Logic (SDL) is in !***

### **Synopsis**

Raising an organization's service quality level requires revolutionary changes in employee behaviour as well as in its systems, infrastructure and policies. None of these can be effected by training only employees on the shop-floor or retail front !

We need ROLE-MODELING; we need Management to walk their talk ... even more so, we need Management initiatives to put service-oriented systems and customer-centric policies in place ... In short, we need LEADERSHIP. All training must be TOP-DOWN !!! Leadership training is the start point ...

### **What you will learn**

- ✓ How a company's Mission, Vision & Values impact its customer centricity
- ✓ What it takes to get satisfied customers
- ✓ The new shape of service in today's business environment
- ✓ Service Dominant Logic - its implications on service strategies
- ✓ What it takes to lead an organization towards service excellence
- ✓ Customer-centric and service-oriented business policies and practices
- ✓ How world class companies do it

### **What ex-participants say about this course**

This is how the last class perceived this program :

- 4.9** for Course content
- 4.7** for Delivery & Presentation
- 4.8** for Facilitator's knowledge of the subject
- 4.8** for Overall satisfaction

And here's what they say they like about this program:

- ✓ Experience sharing & case studies
- ✓ A lot of discussion
- ✓ The interactive nature of the whole course
- ✓ Recognize problems, justify questions and find ideas for change
- ✓ A great retreat !

### **Who should attend**

TOP / Senior / Middle Managements ...

This program makes an excellent Management Retreat for the Top Management of any organization with a commitment to service excellence

## Course Duration

2 days

## Course Methodology

Presentations, Class discussions, syndicate group discussions, brainstorming

## Course Structure

In this 2-day seminar we will discuss the following, **in the context of YOUR business** :

1. Customer Satisfaction : WIIFM - What is in it for me ?
2. A model for Customer Satisfaction
3. Understanding customer expectations
4. Factors affecting customer expectations
5. Factors determining the LEVEL of customer expectations
6. Managing Customer expectations
7. The growth of Service economies, a GLOBAL phenomenon
8. Transition to a new business paradigm : **Service-Dominant Logic**
9. Quality Award frameworks - The 7 Pillars
10. Mission, Vision and Values of customer-focused organizations
11. Developing a Service Strategy
- 12. Customer-centric Leadership**
- 13. Business Process Reengineering**
- 14. Service breakdowns & service recovery**
15. Customer-centric systems, policies & infrastructure
16. **Human resource excellence:** Development, engagement & empowerment
17. **Human resource excellence:** Motivation, reward & recognition
18. Building an **INTERNAL customer culture**
19. Performance Management: KPIs & Balanced Score-cards
20. Lessons in Service Leadership
21. **Best practices** from world class service-excellent companies
- 22. Getting out of the BOX; Paradigm shifts**
- 23. Overview of Policy Deployment**
- 24. Daily Management - Let's get down to it !**

