

Building a Customer-Centric Culture: Drive Loyalty, Growth, and Innovation

Duration: 18 hours

Audience: Dirigeant et cadre|Gestionnaire

Who is this training for?

This training has been designed for decision-makers, managers and customer-facing teams who want to transform their organization into a true benchmark in customer experience.

Training objectives

- Develop customer relationship management skills: identify and understand customer needs, while adopting effective and proactive approaches to respond to feedback and increase satisfaction.
- Improve leadership skills: place the customer at the heart of strategic decisions, develop empathy-based leadership and the use of customer data for informed and impactful decision-making.
- Strengthen the capacity for innovation: through active and continuous listening to customers, identify opportunities for innovation and differentiation, aligned with the emerging needs of the market.
- Increase personal engagement: understand the direct impact of actions on customer satisfaction, strengthen engagement and motivation, create a fulfilling and truly customer-centric work environment.

Summary

In an environment of intensifying competition and rapidly changing customer expectations, organizations must adapt to maintain their relevance and competitiveness. Adopting a customer-centric approach is now a strategic priority to better understand and anticipate your customers' needs, while increasing their satisfaction and loyalty. Artificial intelligence (AI) is a powerful lever for analyzing customer behavior and offering personalized recommendations. However, developing a truly customer-centric culture requires much more than just a service strategy. This means a fundamental change in your processes, operations, and the way you integrate innovative technologies like AI.

Course outline

Introduction to customer-centric culture and understanding of the customer journey

- Understand the basics of customer culture and its impact on competitiveness
- Identify key stages of the customer journey and touchpoints essential for satisfaction
- Presentation of current challenges, benefits of a customer-centric approach and case study of companies succeeding with this culture
- Mapping of customer journeys, Touchpoint analysis and hands-on mapping exercise

Developing empathy and active listening (90 minutes)

- Gaining a deep understanding of customer needs using active listening techniques and conversational AI
- Interactive workshops to practice active listening and case studies on empathy in the customer experience

Integrating the voice of the customer into strategic decisions (90 minutes)

- Using customer feedback to optimize decisions Strategies with AI tools
- Collect and analyze customer feedback, workshop on AI tools to extract trends

Design exceptional customer experiences (90 minutes)

- Create memorable customer experiences that drive loyalty and differentiation
- Customer experience design strategies and analyze the successes of leading companies in this field

Promote a culture of continuous improvement (90 minutes)

- Develop a culture Continuous improvement by measuring KPIs
- Using AI to automate the collection and analysis of customer satisfaction data

Managing organizational change to a customer-centric culture and measuring its impact

- Facilitating the shift to a customer-centric organization through effective change management

- Evaluating the effectiveness of customer-centric culture using KPIs and automated measurement systems
- Approaches and tools to embed customer culture within organizational processes
- Create dashboards, track performance, and interpret data using AI technologies

Approach and methodology

Live the Afi U learning experience. Intensive learning experiences designed for professionals who want to quickly improve their skills in a specific area. Experience interactive, in-depth learning sessions led by experts in the field. Leave with practical and adaptable skills ready to be implemented in your workplace.

Activities: workshops (with guests), case studies, readings and preparatory work, individual projects and action plan.

Science and technology : knowledge building, practical challenges and action plan follow-up, B12 platform to support learning transfer, Microsoft environment facilitating collaboration.

The community: mixed cohorts from various backgrounds, working groups with peers who perform similar functions, preferential access to an Afi U Circle.

Recommendations

To be face-to-face for 2 days of training. There will also be 4 virtual (remote) workshops of 90 minutes.