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

Duration: 2 x 3 hours (6 hours)
Audience: Dirigeant et cadre|Gestionnaire

Who is this training for?

This course

is designed in particular for :

- Executives and managers
- Customer

  experience leaders
- Organizational

  transformation leaders
- Continuous

  improvement leaders
- Operations

  managers
- Human

  resources professionals
- Project

  managers
- Strategy

  or transformation advisors
- Anyone

  who wants to help develop a more customer-centric culture

Training objectives

By the end

of this course, you will be able to contribute to :

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Expand your understanding of customer experience,

moving from an operational approach to a true driver of organizational

transformation.

- Identify the

  levers that have a lasting influence on your organization’s culture.
- Translate

  your customers’ expectations and needs into concrete actions and informed

  decisions.
- Design

  consistent, memorable experiences that create value.
- Implement a

  structured approach to drive lasting change within your organization.

And create direct benefits for your organization :

- An organization that is more focused

  on customers’ actual needs.
- Decisions

  that are more consistent with the experience your organization aims to deliver.
- Stronger

  team engagement around a shared vision.
- A

  more consistent, distinctive, and sustainable experience for your customers.
- An

  organization that is better equipped to turn its customer’s lived experience

  into a sustainable competitive advantage.

Summary

Today,

customer experience has become one of the main factors that set organizations

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apart. Yet a remarkable experience depends on more than customer service alone: it reflects an organizational culture in which decisions, behaviours, and processes converge around a shared priority—creating lasting value for the customer.

This course offers a structured approach to understanding the levers that help build a truly customer-centric culture. You will learn to better understand your customers' needs, design memorable experiences, use the voice of the customer to guide decisions, and put in place the organizational mechanisms needed to embed this approach sustainably within your organization.

Through a participatory approach, hands-on workshops, and case studies inspired by real-world situations, you will leave with a structured roadmap, practical tools, and actionable ideas you can apply directly in your workplace.

Why take this course?

Customer expectations are evolving rapidly. Customers are looking for simple, consistent, personalized, and frictionless experiences, regardless of the channel or touchpoint.

To meet these expectations, organizations must go far beyond improving customer service. They must foster a culture in which the customer becomes a shared responsibility, guiding decisions, behaviours, processes, and priorities throughout the organization.

This course will help you understand how to move your organization toward a truly

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customer-centric culture by drawing on a practical approach, proven tools, and best practices observed in high-performing organizations.

Course outline

This course

is structured around two complementary sessions designed to help you progressively develop the knowledge, tools, and instincts needed to move your organization toward a truly customer-centric culture.

Session 1

Understanding

and designing a distinctive customer experience

During this

first session, you will develop a shared understanding of the principles that define a truly customer-centric organization. You will learn to adopt the customer's perspective to better understand their expectations, needs, and the moments that have the greatest impact on their experience.

Key topics

- Customer experience as a strategic

  driver of differentiation
- Understanding

  customers' real needs through active listening and empathy
- Developing

  a persona and mapping the customer journey
- Identifying

  key pain points and opportunities to create greater value
- Designing

  memorable experiences that align with your organization's promise

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Session 2

Embedding

a lasting customer-centric culture

The second

session focuses on the organizational levers that bring a customer-centric culture to life and help it evolve. You will discover how to use the voice of the customer to support decision-making, drive continuous improvement, and mobilize the governance mechanisms required for lasting transformation.

Key topics

- Using the voice of the customer

  effectively to inform decisions
- Measuring

  what truly matters to improve the customer experience
- Ensuring

  consistency through continuous improvement
- Mobilizing

  the key levers of governance, leadership, and change
- Developing

  an approach tailored to your organization to drive lasting change in its

  customer culture

Approach and methodology

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Experience

learning at Afi U. Our intensive learning experiences are designed for professionals who want to quickly build expertise in a specific field. Take part in interactive, in-depth learning sessions led by subject-matter experts. Leave with practical, adaptable skills that are ready to be applied in your workplace.

Activities

- Interactive workshops focused on real-world situations
- Case studies inspired by private- and public-sector organizations
- Collaborative exercises that encourage experience sharing and peer learning
- Development of an action plan tailored to your organization
- Practical tools that can be applied directly in your workplace

Prerequisites

No prerequisites are required.

This training is intended for both professionals who wish to develop their knowledge of customer experience and managers seeking to better integrate customer needs into their organization's decisions, management practices, and culture.

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