

## Developing a Customer-Centric Strategy

*Design Customer Programs that Strengthen your Organization's Competitive Advantage*

In today's hyper-competitive business environment, virtually all products and services are being demoted to commodities. One way to gain sustainable advantage is to create a customer base that cherishes the value and experience they have interacting with your organization.

This program focuses on developing and leading a customer service strategy and culture. You will learn to build customer programs that drive retention and revenue growth, while cultivating customers who become your best advertisements. You will also learn to create a corporate culture that fosters company-wide commitment to customer service excellence.

### Takeaways

- Develop an organization-wide strategy for serving customers in a consistent and replicable way across all customer touchpoints
- Identify and communicate a clear customer service vision and objectives
- Align your service delivery with the unique engagement needs of your customer
- Embed your desired customer experience throughout the entire organization—not just in the Sales and Customer Service departments
- Design customer satisfaction metrics that drive change in your service delivery
- Establish new standards of service excellence in your organization or industry
- Foster a customer-serving culture that keeps people coming back for more
- Maximize customer relationships, engagement, profit and revenue

### Special Features

This workshop is very hands-on. You will get practical experience in creating a detailed customer serving strategy that you can begin executing as soon as you return to the office.

### Audience

Senior leaders, directors and executives responsible for developing and leading the organization's customer serving strategy and execution plan.

## Program Content

- Assessing the ROI of your organizational culture and its impact on revenue, engagement, customer satisfaction and costs
- Using your organization's values and culture to determine how to best serve your customers
- Defining your vision and developing the strategies required to deliver on it
- Identifying the gap between current realities and the vision
- Determining the best strategic focal point for your customer serving strategy
- Mapping the customer journey and touchpoints with your organization
- Building your customer serving strategic plan
- Assessing what resources, processes and actions are required
- Roles and responsibilities of the team executing the customer serving strategy
- Establishing an implementation plan
- Forming a communication approach to engage the team and increase their sense of ownership
- The power of governance in embedding the customer serving strategy in your organization

## Program Leader

**Robert Murray** is a Partner in the Incrementa Group, a strategy, leadership development and business optimization organization. An award-winning customer advocate and transformational leader, he has more than 25 years of international customer service, marketing and sales experience. Under his leadership, he transformed two large customer service organizations that were bottom dwellers in all customer satisfaction metrics to leading positions in all categories. A passionate educator, Bob is also a sought-after speaker and an Amazon #1 best-selling author on issues relating to customer-centric cultures, strategy, transformation and leadership.

## To Register

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