



Customer Centricity

Developing Professionals for Customer-Focused Excellence and Sustainable Growth

- Put Customers First • Create Value-Driven Experiences • Build Loyalty That Lasts



Audience

Customer Centricity – The Future of Business Growth is designed for individuals and professionals who want to understand how putting customers at the core of business decisions drives long-term success.

The training equips participants with the mindset and practical tools to deliver exceptional customer experiences, improve satisfaction, and foster loyalty in competitive markets.

Ideal for:

- Customer service and support professionals
- Sales and marketing professionals
- Business owners and entrepreneurs
- Product managers and business analysts
- Professionals seeking to improve customer engagement and retention



Course Description

Customer Centricity – The Future of Business Growth focuses on helping participants understand the importance of aligning products, services, and processes around customer needs. The course provides practical insights into building a customer-first culture that enhances satisfaction and drives business performance.

Participants will learn how to understand customer behavior, map customer journeys, and deliver personalized experiences. The training also emphasizes feedback utilization, service excellence, and strategies for building long-term customer relationships that fuel sustainable growth.



Course Outline

Module 1: Introduction to Customer Centricity

Module 2: Understanding Customer Needs and Expectations

Module 3: Customer Journey Mapping and Experience Design

Module 4: Delivering Exceptional Customer Service

Module 5: Building Customer Loyalty and Retention Strategies

Module 6: Leveraging Customer Feedback for Improvement

Module 7: Creating a Customer-Centric Culture in Organizations



Training Details

Duration: 2 Days

Training Fee: 150,000





Thank you



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