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With you all the way

Creating A Customer Centric Culture

How to keep your customers coming back



Creating a customer Centric Culture is about keeping the customers we have by meeting and exceeding both their **STATED** and **UNSTATED** needs .

We lose customers when we fail to turn 'walkers' into 'talkers' and uncover their 'secret' needs by asking powerful questions.

A customer is someone who continually evaluates and improves our business. A 'complaining customer' is in fact an unpaid consultant, who is giving us essential feedback to continually improve our service offering and keep us one step ahead of our competitors. Great internal customer service leads to exceptional external customer service. By examining every key internal interaction that a customer is likely to face, we will have the key to delivering exceptional customer service. Jan Carlzon refers to these interactions as 'moments of truth'.



In this program you will learn

- Who and what an external customer really is – the real value of a customer
- Who our internal customers are and why they are imperative to delivering outstanding external customer service
- That internal customer service is the heartbeat of the company and the customer experience should be the driving force behind every team's goals and every person's set of KPI's
- The skills to truly listen and act on customer feedback so that we are constantly meeting and exceeding their needs and in that way, creating a point of difference that our competitors cannot compete with
- To identify Walkers from talkers
- To turn walkers into talkers
- To welcome complaints and address them in such a way that they become our most loyal customers
- To identify their internal customers and understand what they want and need
- To identify what our external customers want and need – help them develop the questioning skills that will uncover the real and unstated and secret needs that lie below the waterline.
- To empower your team to make the customer the "hero of his/her own journey and becoming a raving fan of your service/product
- To 'Farm' the client by creating invaluable customer experiences, and creating warm introductions to every stakeholder in the business that they need to work with, that they become advocates and a massive lead generator for future business

