Executive Leadership in Customer-Centricity Training Course

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Lisbon

4500 € (Per Person)

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Course Introduction / Overview:

In today's hyper-competitive market, customer-centricity is no longer a departmental function but the core strategic driver of sustainable growth. This intensive training course is meticulously designed for senior leaders who are poised to lead this fundamental transformation within their organizations. The program moves beyond theoretical concepts to provide actionable frameworks for embedding a customer-first mindset into the corporate DNA. We will explore how to architect a culture where every decision is viewed through the lens of customer value. Drawing on principles from thought leaders like Fred Reichheld, the creator of the Net Promoter Score (NPS), and seminal works such as "The Experience Economy", participants will learn to translate customer insights into strategic imperatives. This course, offered by BIG BEN Training Center, equips executives with the skills to not only champion customer-centric initiatives but also to measure their impact on the bottom line, ensuring that customer loyalty becomes the organization's most valuable asset. It is a comprehensive journey from understanding the 'why' of customer-centricity to mastering the 'how' of leading it from the top.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs).
- Chief Operating Officers (COOs).
- Chief Marketing Officers (CMOs).
- Vice Presidents and Executive Vice Presidents.
- Heads of Departments and Directors.
- Senior Managers and Business Unit Leaders.
- Executives responsible for strategy and transformation.
- Board Members.

Target Sectors and Industries:

- Banking and Financial Services.
- Retail and E-commerce.
- Healthcare and Pharmaceuticals.
- Technology and Software.
- Telecommunications.
- Hospitality and Tourism.
- Automotive Industry.
- Government and Public Sector Organizations.

Target Organizations Departments:

- Executive Leadership and C-Suite.
- Strategy and Corporate Development.
- Customer Experience (CX) and Service.
- Marketing and Brand Management.
- Sales and Business Development.
- Operations Management.
- Human Resources and Organizational Development.
- Product Development and Innovation.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop and articulate a compelling strategic vision for a customer-centric organization.
- Champion customer-centric initiatives and secure buy-in across all organizational levels.
- Analyze key customer experience metrics to drive informed executive decision-making.
- Lead the cultural transformation required to embed a customer-first mindset.
- Align employee engagement strategies with customer satisfaction goals.
- Break down internal silos to create a seamless and unified customer journey.
- Link customer-centric investments directly to financial performance and long-term profitability.
- Implement effective governance structures to sustain a customer-centric focus.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and directly applicable to the challenges faced by senior leaders. We reject passive, lecture-based learning in favor of a dynamic environment that fosters strategic thinking and peer-to-peer collaboration. The course is built around a series of executive-level case studies, analyzing the successes and failures of customer-centric transformations in global companies. Participants will engage in strategic planning workshops where they can apply concepts to their own organizational contexts. Facilitated group discussions and high-level debates will encourage the sharing of diverse perspectives and leadership experiences. Interactive sessions will focus on practical tools for culture change, data interpretation, and strategic communication. A significant emphasis is placed on creating a confidential and collaborative atmosphere where leaders can candidly discuss their unique challenges and receive constructive feedback. Our approach ensures that participants leave not just with new knowledge, but with a clear, actionable roadmap for leading customer-centric change.

Course Agenda (Course Units):

Unit One: The Strategic Imperative of Customer-Centric Leadership

- The evolution from product-centric to customer-centric business models.
- The undeniable link between customer experience and financial performance.
- Defining customer-centricity from an executive leadership perspective.
- Analyzing the costs of poor customer experience and customer churn.
- The role of the senior leader as the Chief Customer Champion.
- Case studies of leadership-driven customer-centric success stories.
- Understanding customer lifetime value (CLV) as a core strategic metric.

Unit Two: Architecting the Customer-Centric Vision and Strategy

- Crafting a clear and compelling customer-centric vision statement.
- Aligning the customer experience strategy with overall business objectives.
- Communicating the vision to inspire and mobilize the entire organization.
- Conducting a leadership-level customer journey mapping exercise.
- Identifying critical touchpoints and moments of truth in the customer experience.
- Integrating the customer perspective into the strategic planning process.
- Setting realistic goals and key performance indicators (KPIs) for the transformation.

Unit Three: Cultivating a Customer-First Organizational Culture

- The leader's direct role in shaping and reinforcing cultural values.
- Strategies for breaking down departmental silos to foster collaboration.
- Empowering employees at all levels to make customer-focused decisions.
- Designing reward and recognition systems that celebrate customer-centric behaviors.
- Recruiting, onboarding, and training for a customer-centric mindset.
- The critical link between employee engagement (EX) and customer experience (CX).
- Leading change management effectively to overcome resistance.

Unit Four: Leveraging Data and Insights for Executive Decision-Making

- An executive's guide to key customer experience metrics (NPS, CSAT, CES).
- Establishing a robust Voice of the Customer (VoC) program.
- Translating raw customer data into actionable strategic insights.
- Creating a closed-loop feedback system that drives continuous improvement.
- Using customer analytics to predict trends and drive innovation.
- Developing a customer-centric dashboard for the leadership team.
- Ensuring data privacy and ethical considerations in customer data management.

Unit Five: Leading Transformation and Sustaining Momentum

- Developing a phased roadmap for the customer-centric transformation.
- Establishing a governance model, such as a CX council or steering committee.
- Securing and allocating budget and resources for key CX initiatives.
- Celebrating early wins to build momentum and demonstrate value.
- Strategies for sustaining focus on the customer during periods of change.
- The future of customer experience, including AI and personalization.
- Creating a personal leadership action plan for driving change.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can a leader effectively balance the immediate pressure for quarterly financial results with the long-term, and often intangible, investment required to build a truly customer-centric culture?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by being exclusively tailored for the strategic perspective of senior leadership, moving beyond the operational tactics often found in general customer service training. Its core focus is on the intricate process of leading large-scale organizational transformation, a challenge unique to the executive level. Unlike programs that concentrate solely on metrics, this course deeply explores the nuances of cultivating a customer-first culture, addressing the difficult tasks of changing mindsets, breaking down entrenched silos, and aligning employee engagement with customer outcomes. We emphasize the direct, quantifiable link between customer-centric investments and financial performance, providing leaders with the frameworks to build a compelling business case for change. The curriculum is built upon high-level strategic case studies and peer-to-peer executive dialogues rather than basic skill-building exercises. The ultimate goal is not just to inform leaders about customer-centricity, but to equip them with the vision, strategy, and change management capabilities required to architect and sustain it as a core competitive advantage for their entire organization.