Cultivating a Customer-Centric Culture for Growth Training Course

02 - 06 Nov 2026

Madrid

5900 € (Per Person)

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Course Introduction / Overview:

This intensive training course is designed to guide organizations through the critical process of shifting from a product-focused or operations-focused model to a truly customer-centric one. In today's competitive landscape, customer centricity is not just a strategy but the core of sustainable business success. This program delves deep into the dual challenge of redesigning customer experiences and, more importantly, fostering the internal cultural transformation required to support them. We will explore the foundational principles of customer-centricity, drawing on the insights of leading thinkers like Fred Reichheld, whose work on the Net Promoter Score (NPS) in his book "The Ultimate Question 2.0" revolutionized how businesses measure customer loyalty. Participants will learn to move beyond transactional interactions to build lasting relationships. BIG BEN Training Center has structured this course to provide a comprehensive roadmap, covering everything from customer journey mapping and feedback analysis to leading change and embedding a customer-first mindset across all departments, ensuring that the entire organization is aligned and empowered to deliver exceptional value.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs) and Senior Executives.
- Heads of Customer Experience, Customer Service, and Marketing departments.
- Human Resources and Organizational Development Managers.
- Change Management Professionals and Project Managers.
- Team Leaders and Supervisors in customer-facing roles.
- Product Development and Innovation Managers.
- Operations and Service Delivery Managers.
- Anyone responsible for driving cultural change within their organization.

Target Sectors and Industries:

- Banking and Financial Services.
- Retail and E-commerce.
- Telecommunications and Technology.
- Healthcare and Pharmaceuticals.
- Hospitality and Tourism.
- Government agencies and public sector organizations.
- Automotive and Manufacturing.
- Utilities and Energy.

Target Organizations Departments:

- Customer Service and Support.
- Marketing and Sales.
- Human Resources and Training.
- Operations and Logistics.
- Product Development and R&D.
- Executive Leadership and Strategy.
- Information Technology (IT).
- Quality Assurance and Compliance.

Course Offerings:

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

- Develop a comprehensive strategy for building a customer-centric culture.
- Master the techniques of customer journey mapping to identify pain points and opportunities.
- Implement effective Voice of the Customer (VoC) programs to gather actionable insights.
- Lead organizational culture change initiatives with confidence and clear communication.
- Align cross-functional teams around a unified vision of the customer experience.
- Utilize key metrics like NPS, CSAT, and CES to measure and improve customer loyalty.
- Empower employees to take ownership of the customer experience.
- Drive innovation based on deep customer understanding and feedback.
- Sustain a customer-first mindset for long-term competitive advantage.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application. This course moves beyond traditional lectures to create an immersive learning environment. We utilize a blend of interactive presentations, expert-led discussions, and real-world case study analyses to ground theoretical concepts in practical reality. A significant portion of the training is dedicated to hands-on workshops where participants will engage in activities like creating customer journey maps and developing change communication plans. Collaborative group exercises and team-based problem-solving sessions encourage peer-to-peer learning and the exchange of diverse perspectives. Participants will receive constructive feedback from the instructor and peers throughout the course. The program emphasizes a practical, action-oriented approach, ensuring that attendees leave not just with new knowledge, but with tangible tools, frameworks, and a clear action plan to implement cultural and strategic changes within their own organizations immediately.

Course Agenda (Course Units):

Unit One: The Foundations of a Customer-Centric Organization

- The strategic imperative of customer centricity in the modern economy.
- Distinguishing between customer service and a customer-centric culture.
- Understanding customer lifetime value (CLV) and its impact on profitability.
- Key principles of customer-centric leadership.
- Analyzing your organization's current state of customer focus.
- The role of empathy in understanding customer needs.
- Case studies of successful customer-centric transformations.

Unit Two: Mapping the Customer Experience and Gathering Insights

- Introduction to customer journey mapping as a strategic tool.
- Techniques for identifying key touchpoints and moments of truth.
- Developing detailed customer personas for different segments.
- Implementing a robust Voice of the Customer (VoC) program.
- Utilizing surveys, interviews, and feedback channels effectively.
- Analyzing qualitative and quantitative customer data for actionable insights.
- Leveraging Net Promoter Score (NPS), CSAT, and Customer Effort Score (CES).

Unit Three: Leading and Managing Cultural Transformation

- Understanding the psychology of organizational change.
- Applying change management models like Kotter's 8-Step Process.
- Crafting a compelling vision for a customer-first culture.
- Strategies for effective communication during a cultural shift.
- Identifying and empowering change champions within the organization.
- Managing resistance and overcoming common obstacles to change.
- The critical role of senior leadership in driving and modeling new behaviors.

Unit Four: Embedding Customer Centricity Across the Organization

- Aligning departmental goals with customer-centric objectives.
- Breaking down silos to foster cross-functional collaboration for CX.
- Redesigning processes and policies to be customer-friendly.
- The link between employee engagement and customer experience (EX to CX).
- Training and empowering frontline employees to resolve customer issues.
- Developing customer-centric KPIs and performance metrics.
- Integrating customer feedback into product development and service innovation.

Unit Five: Sustaining Momentum and Driving Continuous Improvement

- Creating rituals and routines to reinforce the customer-centric mindset.
- Building a continuous feedback loop for ongoing improvement.
- Celebrating successes and recognizing customer-centric behaviors.
- Leveraging technology to enhance the customer experience.
- Anticipating future customer expectations and industry trends.
- Developing a long-term roadmap for cultural and CX evolution.
- Final project. creating a personalized action plan for implementation.

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:

Beyond metrics like NPS and CSAT, how can an organization truly measure the emotional resonance of its customer-centric culture with both its employees and customers?

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

This training course distinguishes itself by holistically integrating the two critical pillars of transformation. customer experience strategy and organizational culture change. While many programs focus on one or the other, this course is built on the principle that a superior customer experience is merely a byproduct of a deeply embedded customer-centric culture. We move beyond the tools of CX, such as journey mapping, and delve into the more complex human elements of leading change, managing resistance, and aligning employee behavior with customer-focused values. The curriculum provides a practical, step-by-step framework for not only designing a better customer journey but also for re-engineering the internal environment to support it sustainably. By focusing on leadership alignment, employee empowerment, and cross-functional collaboration, the course equips participants with the skills to foster genuine organizational change, ensuring that customer centricity becomes the responsibility of everyone, not just a single department, leading to authentic and lasting business growth.