

Developing Customer Orientation in your team



In order to obtain a competitive advantage in their market, companies can choose to focus on price, innovation or image. That said, one of the most efficient ways of standing out from the competition is to offer a quality service that meets the expectations of clients while also contributing effectively to the corporate image as seen by the public. Customer orientation is a long-term strategy which demands that everyone in the company, from top management to entry-level staff, be involved. This requires a change in corporate mentality as well as a reconfiguration of internal organisation with a view to focusing on customer expectations. Designed to help you communicate your corporate client strategy to your staff, this training programme presents you with the principal challenges as well as the practical methods to overcome them.

Who this training is intended for:

- Business unit managers
- Local managers
- Project managers

This training will enable you to:

- Understand what service quality means, so that the service quality you deliver can be evaluated more accurately
- Optimise your team's working methods so as to deliver a service in line with customer expectations
- Handle customer complaints in an efficient and helpful manner
- Manage staff so as to promote a "customer orientation" attitude

Leadership skills enhanced by this training

- Focus on clients
- Improve performance
- Increase organisational efficiency
- Obtain an overall understanding
- Share values
- Manage skills
- Appreciate and add value

The strong points of this training

- A precise and innovative definition of service, developed by Jacques Horovitz, an international expert in customer service.
- A complaint handling procedure to be deployed with staff who deal with customers
- A progressive and efficient tutoring procedure
- Numerous video examples
- Case studies to illustrate managerial behaviours which can improve productivity within teams

A learning course in 6 key steps

1. What is Quality Client Service?

- Appreciate what is meant by quality service
- The link between quality service and customer expectations
- The role of the manager

2. Providing a service that meets the customer's expectations

- Identify customer expectations
- Implement service in line with customer expectations
- Ensure effective customer satisfaction

3. Managing client dissatisfaction

- What mistakes to avoid when handling customer complaints
- Different expectations of customers who complain
- The "4Rs" method for handling complaints

4. Managing the organisation of your team's work to allow better client service

- The organisational principles which contribute to improved customer service
- Which principle to adopt in a given situation

5. Improving your staff's capabilities by tutoring them

- The PAS guidance method

6. Treating your staff like your clients

- The fundamental needs of partners
- The 6 key behaviours for a manager when responding to these needs
- The impact on the end client

The authors



Recognised throughout the world as a Customer Service Strategy expert, Jacques Horovitz has applied the principles that he espouses in his Châteaufort' concept.

A lecturer in Service Strategy Marketing at IMD (International Institute for Management Development) in Lausanne, Switzerland, Jacques Horovitz has written several books about customer service: Quality of services (1987), which was translated into 10 different languages, Total Customer satisfaction (1992) and Seven secrets of service strategy (2000).



Laurence Ducharme is one of the friends and experts chosen by Jacques Horovitz to develop and ensure the success of the Châteaufort' concept. Laurence Ducharme, as the head of Clienteam, has spent 15 years helping businesses to monitor the satisfaction levels of customers and staff in order to make a sustained impact on their market, both in Europe and internationally.