



What is a Customer Driven Organization?

A Customer Driven Organization is one that:

- Listens to its customers
- Integrates customers into its business
- Provides Customer Driven Solutions
- Has a Culture that Positively embraces the customer

There are many organizations who claim to be customer-focused, customer-centred or customer driven but how true is this really? So this begs the question:

What needs to be done to make your organization truly customer driven?

Statistics tell us the following:

- It will cost you an average of 5-7 times more to attract a new client than to keep an existing one;
- It takes 12 good service interactions to overcome one single bad customer experience;
- 91% of clients will not purchase again from a organization who disappointed them;
- Dissatisfied customers will influence 8 people around them about their bad service experience.

At the end of the workshop delegates will be able to: Identify Customers' Needs Effectively;

- Understand the Cycle of Service;
- Know the importance of the synergy between Internal and External Customers;
- Recognize the benefits of Being Customer Driven;
- Categorise the four different Customer Types;
- Appreciate the significance of the process of communication.

Delegates: 6-15 per group. Workshop Length: 2 Days
