



Consulting and Training | Reach New Heights

Course Name

Honing the Customer Centric Mindset

Sector Name

Sales, Marketing and Customer Service

Document Type

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Honing the Customer Centric Mindset

Course Introduction

In today's competitive and fast-changing environment, organizations can no longer rely solely on products, pricing, or processes to stand out. Sustainable success increasingly depends on how well employees understand customers, respond to their needs, and deliver consistent value across every interaction. A truly customer-centric organization starts with the right mindset—not just tools or policies.

The Honing the Customer-Centric Mindset course is designed for professionals who interact with customers directly or indirectly and want to strengthen their ability to think, act, and decide from the customer's perspective.

Within **BOOST**, this program focuses on shifting behaviors and attitudes that influence how customer value is created and delivered across the organization.

Rather than treating customer centricity as a slogan, the course explores what it actually means in daily work. Participants will examine customer expectations, emotional drivers, and moments of truth, and how individual actions, decisions, and communication

styles shape the overall customer experience. The program also highlights the role of internal collaboration, accountability, and ownership in delivering customer-focused outcomes.

By the end of the course, participants will be better equipped to embed a customer-centric mindset into their roles, improve customer experiences, and contribute to stronger long-term relationships.

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Target Audience

- ✓ Customer service and front-line staff
- ✓ Sales and business development professionals
- ✓ Operations and support team members
- ✓ Supervisors and team leaders
- ✓ Relationship and account managers
- ✓ Marketing and customer experience staff
- ✓ Public and private sector professionals serving internal or external customers

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Learning Objectives

- ✓ Understand what customer centricity means in practice
- ✓ Recognize the impact of mindset and behavior on customer experience
- ✓ Identify customer needs, expectations, and pain points
- ✓ Apply customer-focused thinking to daily decisions and actions
- ✓ Improve communication and engagement with customers
- ✓ Support consistent and positive customer experiences
- ✓ Strengthen internal collaboration to serve customers better
- ✓ Develop personal accountability for customer outcomes

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Honing the Customer Centric Mindset

Course Outline

✓ DAY 1

Understanding Customer Centricity

- ✓ What customer centricity really means
- ✓ Difference between customer service and customer mindset
- ✓ Why customer centricity matters to organizational success
- ✓ Internal and external customers
- ✓ Common barriers to customer-centric behavior
- ✓ Role of individuals in shaping customer experience

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Course Outline

✓ DAY 2

Seeing the Organization Through the Customer's Eyes

- ✓ Understanding customer expectations and perceptions
- ✓ Customer journeys and key touchpoints
- ✓ Moments of truth and their impact
- ✓ Emotional drivers of customer satisfaction and trust
- ✓ Identifying pain points and service gaps
- ✓ Listening to the voice of the customer

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Course Outline

✓ DAY 3

Behaviors and Skills that Support Customer Centricity

- ✓ Communication skills for customer engagement
- ✓ Active listening and empathy
- ✓ Managing difficult conversations and complaints
- ✓ Balancing organizational policies with customer needs
- ✓ Ownership and accountability in customer interactions
- ✓ Building trust through consistency and reliability

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Course Outline

✓ DAY 4

Creating a Customer-Focused Culture

- ✓ Role of culture in shaping customer experience
- ✓ Collaboration across teams and departments
- ✓ Aligning processes and behaviors with customer needs
- ✓ Empowerment and decision-making at the front line
- ✓ Measuring customer experience and feedback
- ✓ Learning from customer successes and failures

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Course Outline

✓ DAY 5

Embedding the Customer-Centric Mindset

- ✓ Reflecting on current behaviors and practices
- ✓ Identifying opportunities to improve customer focus
- ✓ Translating customer insights into daily actions
- ✓ Managing change toward customer-centric thinking
- ✓ Strengthening personal commitment to customer outcomes
- ✓ Developing a practical customer-centric action plan

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
March 15, 2027	March 19, 2027	5 days	4950.00 \$	England , London
May 24, 2027	May 28, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
Aug. 23, 2027	Aug. 27, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
Nov. 16, 2026	Nov. 20, 2026	5 days	4250.00 \$	UAE , Dubai

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