

Customer Centric Culture ... The Sun Tzu's Way

Course Duration: 2-day; Instructor-led

Time Schedule: 9am-5pm

Lunch: 1:00pm- 2:00pm

Morning Tea-break: 10:30am-10:45am

Afternoon Tea-break: 3:30pm -3:45pm

According to Forbes, 96% of customers attrition are caused by bad customer service and 78% of customers have backed out of purchasing because of negative service experience.

If these statistics are of serious concern to you and your organization, do not wait, as it will not improve by doing the same thing. It is time to redefine your set of Vision and Mission to ensure that it is a Customer Centric Culture that drives an organisation to outshine its competitors in the market.

Therefore, it is crucial for leaders to set the direction and focus on customer centricity, to go above and beyond in their service delivery in order for their business to grow exponentially.

Sun Tzu's warfare tactics provide a useful framework to develop proven strategies that "win" for many organizations that adopt its principles. By applying these principles in your business, you can create effective customer service practices that set your business ahead of others, ultimately leading to increased customer loyalty, satisfaction and sustainable growth.

Learn how to transform your organization into one that puts the customer first in your daily battlefield to "win" and "subdue" your competitors in market. By extracting the relevant passages that apply to business and organizing them within the principles of Customer Service, this training intends to make application of Sun Tzu's Art of War easier to understand and adapt from this timeless wisdom.

LEARNING OBJECTIVE:

- Defining a customer centric culture
- Aligning the behavior and mindset of employees to be customer centric focused.
- Transforming an organization into one that puts the customer at the center of all decision-making and actions.
- Enhance customers' satisfaction and loyalty to ultimately contribute to the overall success and reputation of the organization.

BENEFITS:

- Building trust and improve customer satisfaction in every interaction.
- Increase customer loyalty. With the loyalty of your customers, your business will have a secure source of future profits.
- Enhancing brand reputation, growth in business result and long-term sustainability.

Learning Outcome:

At the end of this session, the participants should be able to:

- Construct a Customer Centric Vision in a case study within 20 mins using Sun Tzu's Moral Influence principle.
- Align their Customer Centric Vision in a case study within 30 mins using Sun Tzu's SWOT and Deep Dive strategies.

KEY CONTENTS**INTRODUCTION**

Ever wondered how customer service strategies can be applied through the timeless wisdom found in this ancient classic.

Customer service is all about winning and retaining customers.

Basic philosophy of Sun Tzu

- Overcoming your opponent with strategic wisdom and win with foreknowledge, calculation, deception and maneuver
- If your strategy is well founded, you will win without fighting
- It's the very simplicity of the ancient battle strategies that helps in making the transition from yesterday's lesson to tomorrow's planning.

MODULE 1: The Importance of a Service Culture

- Why is "Customer Centric Culture" a fundamental
- Increasing the "Value" of an organization Over Time
- Doing it right "The Sun Tzu's Way" – Gap Analysis and SWOT
- Sun Tzu – "The Expert in Influencing" and his 5 Fundamentals
- Applying the "Morale Influence" and "Weather" in Customer Service

MODULE 2: Morale Influence

- Influencing a Team & the Loyalty of a Customer
- The framework of building "Morale Influence"
- The power of "Focusing"
- Deriving a "Benevolent" Vision

MODULE 3: Weather (Market Changes)

- Knowing the weather = Knowing your customers
- Market Intelligence ~ Environmental and customers changing needs
- Deep Dive Strategies ~ Aligning with Vision & Mission
- SWOT Analysis
- Coping with changes – The Sun Tzu's Way

WHO SHOULD ATTEND

- C-Suite (directors/business owners)
- Business Unit / Dept Heads
- Senior Managers

- **COURSE METHOD**

- Classroom training
- Small group discussion
- Case study, role play, crafting action plan