

Customer First Culture

CREATING A CUSTOMER FOCUSED CULTURE

The CYPRESS GROUP and STONY BROOK UNIVERSITY are pleased to offer CUSTOMER FIRST CULTURE as part of our corporate education and training program. This course develops an understanding for the entire organization, of the individual role of departments and people, in satisfying the customer. Through interactive participation, the attendees will define interactions and requirements of internal customers as well as the end customer.

PROGRAM OVERVIEW

OBJECTIVE

Customer involvement, whether internal or external, is integral to the success of any company. Participants will learn to develop a recognition that the needs of internal and external customers must be satisfied in a positive, effective manner in order for the business to grow.

AGENDA

- Customers – Who are these people and what do they want?
- Where do the customers go?
- Internal vs. external customers
- Understanding the basic needs of your customers
- Identifying customer requirements
- Types of interaction
- Communication competencies
- Creating customer measurements
- Consistency of process by documentation and training
- Attitude influences you & everyone else

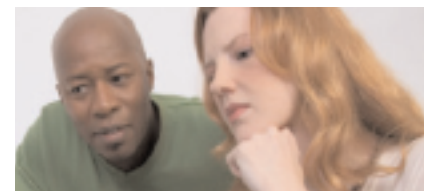
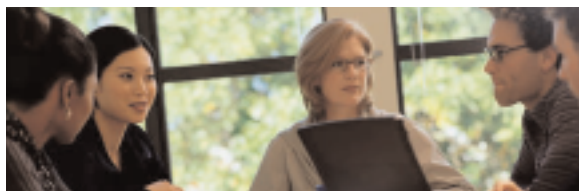
- Managing the customer experience
- Barriers to good service
- Conflict management - keep cool under fire
- Setting up the work place for effective communications
- Customer first culture
- Addressing customer expectations
- How to go beyond expectations

WHO SHOULD ATTEND

- Upper- and Mid-Level Managers
- Quality Supervisors
- Department Heads
- Sales Professionals

REGISTRATION

For schedules, fees and to register, please visit our website at: www.licet.org.



For a complete library of our course offerings visit: www.licet.org

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CORPORATE EDUCATION AND TRAINING

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