

**INSTITUTE
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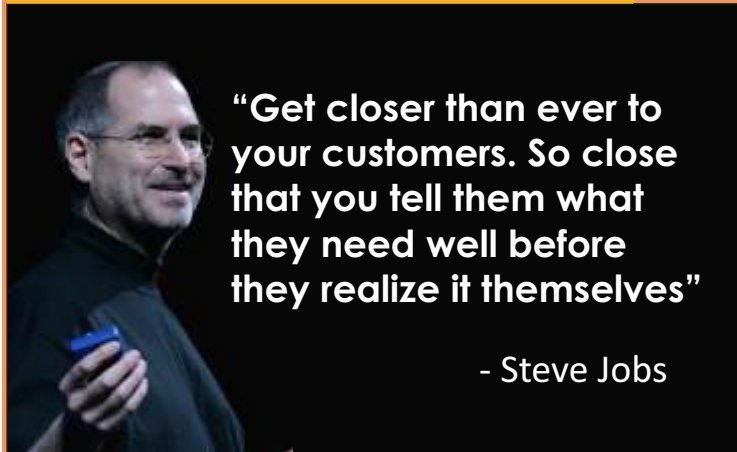
Confederation of Indian Industry

Two Day Workshop on **BUILDING A CUSTOMER CENTRIC CULTURE**

The Essential Trait to Business Sustainability

16 -17
MAY Mumbai

**Launching the First Workshop on
Building Customer Centric Culture**



**“Get closer than ever to
your customers. So close
that you tell them what
they need well before
they realize it themselves”**

- Steve Jobs

Customer Focused Excellence is a value that is embedded in the beliefs and behavior of high performing and sustainable organizations. Customer is the center to all that they do for the organizations that have institutionalized appropriate systems and practices for transitioning into a Customer Centric Organization. Over a period, 'Customer First Approach' in the entire value chain has become an obsession for delivering superior experience consistently to the customers, both internally & externally.

To understand and learn various essential traits of Customer Centric Culture, CII IQ is launching a two-day workshop on 'Building a Customer Centric Culture'

KEY FOCUS AREA

- Cultural Transformation from Process Excellence
- Changing Customer Space - Needs and Expectations
- Connected Strategy
- Experience to Total Experience: Core Product /Service
- Is Technology backbone or a differentiator
- Building Blocks of a Customer Centric Culture
- Process Steps to develop organization wide culture

TAKEAWAYS

- How Brand plays an Important role in Setting expectations
- How to impart Service Orientation & Customer focus across the value chain
- How to Measure the Process maturity and Cultural Progress
- Continuous Improvement steps

WHO SHOULD PARTICIPATE

Senior Leaders from Marketing, Sales, Strategy, Service, Operations, Supply-chain, Quality, Finance, HR. All Functions impacting & influencing the customer experience

FEE

INR 20000/- Plus GST

CONTACT

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