

INSTITUTE
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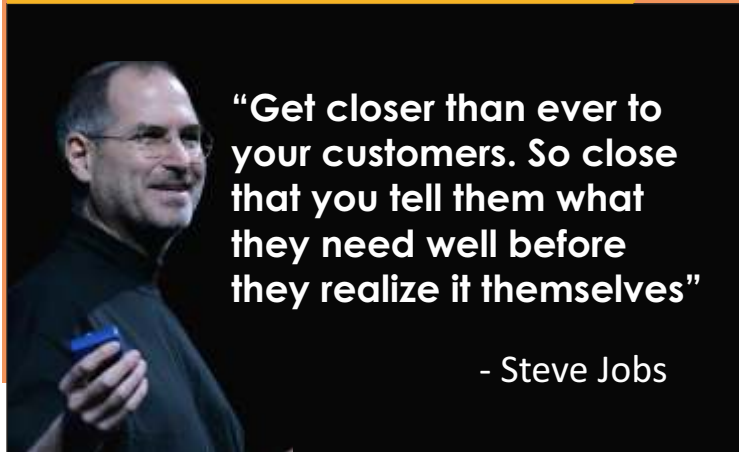
Confederation of Indian Industry

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

The Essential Trait to Business Sustainability

13 -14
JUNE 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

KEY FOCUS AREA

- Changing Customer Space- Needs & Expectations
- Customer Focused Strategy
- Product/service experience to Total Experience
- Progressing from Process Excellence
- Customer Life Cycle
- Leveraging Technology
- Building Blocks for a Customer Centric Culture
- Steps to Develop Organization wide Customer Centric Culture

FEE

INR 20000/- Plus GST

Customer Focused Excellence is a value that is embedded in the beliefs and behavior of high performing and sustainable organizations. They have institutionalized appropriate systems and practices for transitioning into a customer centric Organization. Over a period , 'Customer First Approach' has become an obsession across the value chain for delivering superior experience to the customers.

Aiming to promote enhanced adoption of the customer centric culture across the organizational value chain, CII IQ is pleased to announce the launch of the two day workshop on **“Building Customer Centric Culture”**

TAKEAWAYS

Participants will understand

- Impact of Value Chain Experience
- Customer Life Cycle
- How Brand plays a role in setting expectations
- Customer expectations in different contexts
- Building blocks of Customer Centric Organization
- Service Orientation
- Measuring and improving the progress
- Continuous improvement steps

WHO SHOULD PARTICIPATE

Senior Leaders from: Marketing, Sales, Service, Product Development, Quality, Strategy, Operations, Supply Chain, HR, Finance, ie., all functions impacting and influencing the Customer Experience

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