



A Focus on Your Customers

Some 80% of CEOs in a recent Gartner study said they provided exceptional customer service; however, only 8% of customers agreed. The considerable difference between organizational perception and customer perception has a new name—the experience gap. Today, service is as important as the product. In many cases, service is more important than the product. It is less expensive to retain existing customers than it is to create new ones. Despite all efforts, up to 20% of customers desert organizations every year.

The challenges for organizations are many, such as how to optimize the customer acquisition process? How to improve customer retention and loyalty? How to reduce the costs of customer service? How to increase customer share of wallet? How to build brand awareness and equity? This module aims to provide you with the tools and processes which address these questions.

This module is designed for managers and junior executives seeking to transition to an organizational leader at the director, chief, vice president, or president levels.

Outcomes

1. Understand the drivers of superior customer service.
2. Deploy processes that lead to a great customer experience.
3. Measure key indicators of your efforts.
4. Develop a competitive advantage based on customer service.

Recommended Learners

Higher Education

- Undergraduate students
- Graduate students

Business, Industry, Nonprofits, & Agencies

- Managers
- Executives
- Business Owners
- Entrepreneurs

External Customers

While defining your external customers, three components are critical:

- 1 **Demographics** – what is your typical customer profile with regards to age, gender, ethnicity, geographic location, and economic status? Demographic factors are easy to define and relatively easy to collect. But they rarely convey buying behavior by themselves.
- 2 **Psychographics** – how do customers feel about products and services? Do they prefer quality without regard to price? Do they support products and services based on how the organization is committed to protecting and preserving the ecosystem? What drives customers?
- 3 **Behavioral** – past actions that may enable you to predict the future. Today, marketers typically track customers' social media activities with the intent to understand behavioral patterns.

An example of a learning event in our Leading Edge Learning modules. The types of instructional content within the modules include: readings, videos, transcripts, audios, interactive questions, offline application exercises, flash cards, narrated presentations, matching exercises, relevant articles, downloads, a final exam, and other activities designed to engage learners based on recognized science of learning educational concepts.

Applications and Best Practices

Higher Education

- ✓ Include the module in an undergraduate course on leadership.
- ✓ Use to develop new or emerging organizational leaders.
- ✓ As an education module within a graduate program that includes leadership.

Business, Industry, Nonprofits, & Agencies

- ✓ Use to transition from senior manager to organization leader.
- ✓ Develop newly selected senior leaders.
- ✓ Develop continuous quality improvement skills and abilities.

Pricing

Module is Approximately 4-6 Learner Hours

1-100 Learners per Year
\$49 per Learner

101-500 Learners per Year
\$44 per Learner

500+ Learners per Year
\$39 per Learner