

## Workshop Customer Centricity Workshop

NQF:	Level 0
SAQA ID:	None Accredited
DOL:	None Accredited
Credits:	0
Duration:	2 (Two) Days.

### Purpose of Qualification:

Client-centricity" (or "client-focus") is an approach to business based on putting the client/customer at the center of an organization's philosophy, strategy, and operations. This exercise promotes collaborative exploration and reflection around an organization's approach to its clients. Participants discuss and share positive experiences they have had as clients and use this to define their approach to "client-centricity" as a group. They discuss different groups of clients based on needs and explore how successfully the organization has met those needs in the past. The exercise ends with a prioritization of areas for improvement.

### Programme Outline:

Apply Customer-Centric Fundamentals to Your Market

Quantify What Opportunities Exist in Your Market

Use Your New Customer Insights to Drive Growth

### Admission Requirements

- None.



### Learning Outcomes:

- Building Rapport
- Call Objectives
- The Gatekeeper
- Products and Benefits
- The Do's and Don'ts

### Assessment Structure

To complete the programme successfully, and be awarded a certificate, learners must be found competent in all aspects of the relevant student handbook.