



JAKARTA INTERNATIONAL CUSTOMER SERVICE INSTITUTE

Customer Service Training and Quality Support
2 Days Training



Customer Centricity organization Training Program

OVERVIEW



How do you build customer centricity? Every organization has a business philosophy that guides the way they conduct themselves. When a business philosophy places their customer at the centre of their operations it is said to be customer centric.

For an organization committed to customer centricity, customer satisfaction isn't just another shoptalk that businesses engage in to remain in trend. Organizations following customer centricity religiously keep customers in focus while taking and implementing any decision.

The management consciously ensures that every decision implemented within the organization prioritizes customers and creates value for customers. The Spirit of customer centricity lies in ensuring the best possible customer experience and it acts as a guiding force for every element in the organization.

How is the concept of customer centricity different from customer service? How can an organization anticipate customer needs? How can customer centricity be utilized to gain competitive advantage over industrial peers? How to fix responsibility for customer experience?

How to enrich a customer centric culture in the organization? These are certain challenges that might put an organization into a predicament that wants to test out waters in the field of customer centricity. Thus, it becomes compelling for the management to be well acquainted with practicalities that come along with being a customer centric organization.

Any organization that treats customer satisfaction and experience as an afterthought is unable to create long-lasting business value. Understanding customer centricity is need of the hour for corporations. We introduced a Customer Centricity course to provide its learner up-to-date informational material and counsel regarding the subject. The course aims to train employees, professionals and businessperson with key insights of customer centricity and related topics.

The training program will convert employees into active members striving to cultivate customer centric culture. Customer appropriate behaviour needs to be taught and slowly enriched within employee conduct. This is made possible through this responsive training program. The program will help participants understand the latest trends, tactics and strategies needed to create sustainable value for customers.



Course Objectives

On successful completion of the Customer Centricity Training Program, participants shall be able to:

- Create a positive customer experience throughout the journey of the customer
- Fix role of every employee in developing a customer centric culture
- Enhance customer satisfaction by creating a personalized experience for customers
- Design customer-centric programs that will help in gaining a competitive advantage in the market
- Align products and processes to customer needs and enhance the customer journey
- Increase customer retention through better customer-centric programs and thus cutting customer acquisition costs
- Acquire knowledge of latest practices and applications used for the purpose of customer centricity

TRAINING METHODOLOGY

- Interactive sessions
- Case studies
- Problem solving exercises
- Group Discussions
- Management Games
- Role playing/role modelling
- Presentations





ORGANISATIONAL BENEFITS

Participants upon successful completion of Customer Centricity course, shall benefit their organization in the following manner:

- Bring together an efficient workforce dedicated to working towards customer centricity
- Develop acumen necessary for timely recognizing customer needs and expectations
- Efficiently design the experience for relevant customers
- Strive to deliver best experience at minimum cost
- Develop a healthy environment within the organization focussed on sustainable competitiveness
- Create differentiation among peers through enhanced customer centric strategies
- Proactively engage with customers and thus ensuring better customer retention
- Understand risks of disregarding customer centricity

PERSONAL BENEFITS

Upon successful completion of the Customer Centricity course, participants shall benefit at a personal level in the following manner:

- Learn to use various customer centric metric and variables
- Develop customer focussed leadership among management and teams
- Understand every decision needs to consider the customer perspective including operational decisions, hence improving and evolving dynamic decision-making
- Gather a better understanding of customer journey and attempt to create value on different touchpoints
- Learn to anticipate probable hurdles in the path of customer journey

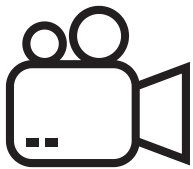




WHO IS THIS PROGRAMME FOR?

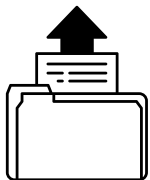
- Marketing managers/Marketing heads
- Customer Service Professionals/Leaders and Managers
- Customer relationship managers/Relationship Managers
- General managers
- Sales professionals, salesperson
- Start-up founders, entrepreneurs

PROGRAMME HIGHLIGHTS



+60

**2+ Role Plays 5+ Real-World Case Studies 10+ Assignments/
Applications Pre-Recorded Video from JICSI with for self-
paced learning.**



**10+
Assignments/
Applications**



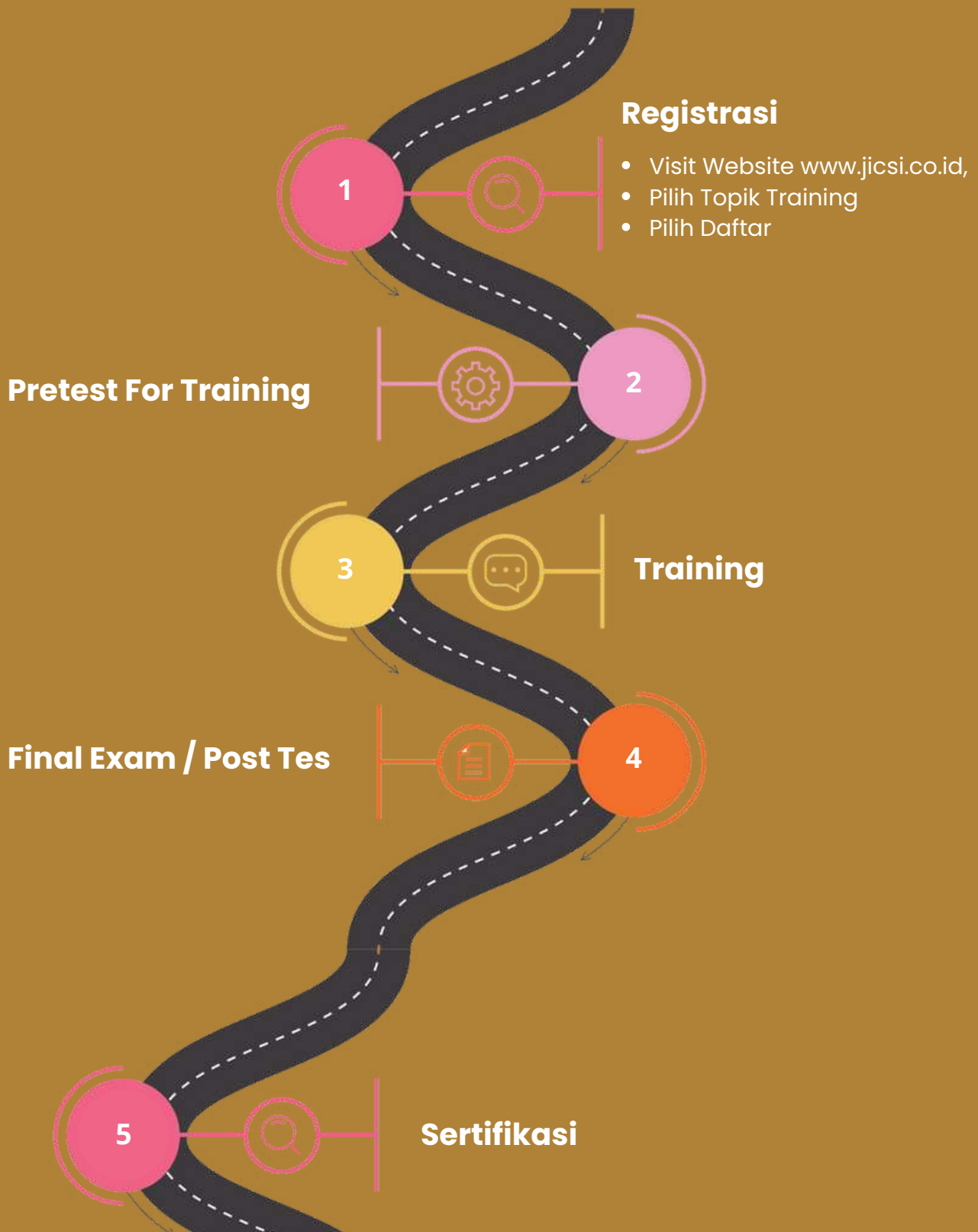
**5+
Real-World
Case Studies**



**2+
Role Plays**



LEARNING JOURNEY



MODULES

Module 1 : Understanding Customer Centricity

Module 2 : Customer Equity

Module 3 : Customer Lifetime Value

Module 4 : Customer Relationship Management

Module 5 : Developing Competitive Advantage

Module 6 : Developing Customer-centric Strategy

Module 7 : Marketing Perspective

Module 8 : Comprehending Customer Needs and Expectations



CERTIFICATE

Upon successful completion of the programme, participants will be awarded a digital Certificate of Completion by Jakarta International Customer Service Institute (JICSI) and Customer Service Experience Association Indonesia (CSEAI)



ABOUT JAKARTA INTERNATIONAL CUSTOMER SERVICE INSTITUTE

Jakarta International Contact Center Institute adalah suatu lembaga pelatihan dan pengadaan sumber daya manusia yang berfokus pada customer service professional dan lembaga survey kepuasan pelanggan.

Kami berorientasi pada pelanggan dimana kepuasan pelanggan adalah tujuan keberadaan kami. Kami hadir untuk pelanggan. Adapapun JICSI berdiri secara legal pada Januari tahun 2021.

Professional Training

JICSI telah melatih lebih dari 2300 peserta dan telah bekerja di berbagai perusahaan dengan keahlian mereka yang sesuai dengan kebutuhan perusahaan

Recruitment Agency

Sebelum JICSI mengirimkan tenaga yang terampil sesuai dengan yang dibutuhkan oleh perusahaan, JICSI benar- benar telah melakukan pelatihan, pembinaan dan telah lolos seleksi test yang dilakukan oleh Rumah Karir JICSI

Survey Customer Satisfaction

JICSI memiliki Survei kepuasan pelanggan sebagai alat berharga yang dapat membantu bisnis untuk menemukan tingkat kepuasan pelanggan dan menciptakan loyalitas pelanggan.

Core Value



Respect.

Kami selalu menghargai perbedaan setiap orang dan mengajak pelanggan kami untuk selalu berpartisipasi untuk memberikan masukan demi meningkatnya kualitas layanan yang akan kami berikan kepada pelanggan kami.



Honesty.

Kami selalu menjunjung akan kebenaran dalam semua situasi dan selalu mengedepankan profesionalisme yang kami miliki.



Trust.

Kami percaya kepada orang lain dan menjaga kepercayaan yang diberikan kepada kami.



Integrity.

Kami melakukan apa yang kami katakan.



Our Service.

Customer Service Training
Manpower & Recruitment Customer Service Agency
Customer Satisfaction Survey

TESTIMONI



PT Indosat Ooredoo

Training Data Visualization

[Lihat Video >>](#)



PT Indosat Ooredoo

Training Certified Contact Center Manager (CCCM)

[Lihat Video >>](#)



PT Freeport Indonesia

Training Customer Service Professional HR Call Center

[Lihat Video >>](#)



OY! Indonesia

Training Contact Center Agent Professional

[Lihat Video >>](#)

MESSAGE FROM FOUNDER

Rudy HP Manullang ,Ph.D
Founder JICSI



Menjaga hubungan yang baik dengan pelanggan adalah bagian penting untuk sukses dalam dunia bisnis. Ikatan pelanggan yang kuat dibangun dan dipelihara melalui komunikasi yang baik. Ini karena membantu pelanggan dan perusahaan membangun kepercayaan satu sama lain.

Ketika seorang customer service berbicara dengan pelanggan secara langsung, jujur, dan terbuka, customer service tersebut telah menunjukkan bahwa Anda menghargai waktu pelanggan dan mengetahui apa yang dibutuhkan oleh pelanggan. Hal ini dapat membantu membangun hubungan yang baik, yang dapat menghasilkan lebih banyak pelanggan setia dan lebih banyak bisnis yang berulang.

Dengan aktive listening dapat menjaga hubungan baik dengan pelanggan dan membantu bisnis Anda mempertahankan pelanggan setia, menghasilkan lebih banyak uang, dan mendapatkan nama baik di pasar. Mendengarkan secara aktif adalah bagian penting dalam membangun hubungan baik dengan pelanggan.

Menurut Center for Creative Leadership, pemimpin yang andal dalam skill active listening cenderung mudah mendapat kepercayaan dan hormat dari bawahannya. Oleh sebab itu, keterampilan mendengar aktif patut Anda kembangkan demi menunjang rutinitas di lingkungan kerja dalam memberikan layanan yang baik kepada pelanggan

Pelanggan cenderung nyaman berbicara dengan orang yang memang mendengarkan cerita mereka, ini termasuk kebutuhan dan masalah yang tengah dialami. Pendengar yang aktif terbiasa mendengarkan hingga tuntas dan memahami konteks pembicaraan. Barulah mengambil kesimpulan berdasarkan apa yang telah dipahami. Melalui kebiasaan ini, pelanggan jadi betah dan nyaman berbicara mengenai keluhan kesah.





Jakarta International Customer Service Institute

Persyaratan

- Semua tingkat akademik diperbolehkan
- Pengalaman kerja
- Koneksi internet yang stabil (untuk peserta online)

Silahkan kirim berkas dokumen ke
email: **marketing@jicsi.co.id**

LOKASI

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