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Building A Customer Centric Business



About the Programme

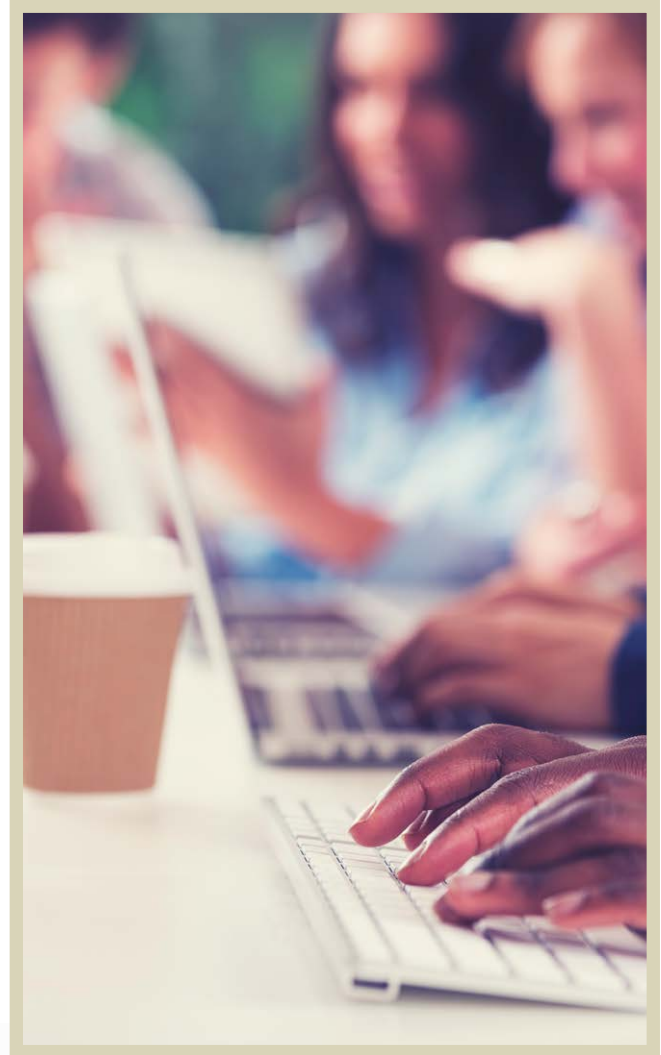
A focus on the customer should be at the core of any brand's initiatives, yet still, few companies hold themselves accountable for the experience they are delivering or they don't have a plan for improving the experience of their brand. Some don't even realize that far reality is from their own perceptions. Customer centric companies are more successful than those focused on products or profits. Creating a customer centric culture requires the commitment of everyone involved: from management and through all departments.

Course details

Duration	3 Days		
Location	Date	Costs	
London	Feb 7 - 9	£	890
	Jul 11 - 13		
	Oct 22 - 24		
Abuja	May 16 - 18	N	165,000
	Aug 27 - 29		
Lagos	Apr 23 - 25		165,000
Ghana	Jun 12 - 14	\$	825
	Sept 4 - 6		
Dubai	Nov 4 - 6		1,350

Creating a customer centric culture must be coupled with cultivating that culture. It starts with this simple mindset: "When you make a decision, any decision about the way you think about a product, the way you market a product, the way you sell a product or service, the conversation starts with an understanding of who it's for and what they need.

This course aims to contribute to the development of the entrepreneur's knowledge and skills needed for sustainable customer relations for business start-up and growth.



Who Should Attend?

The course is designed for everyone running his or her entrepreneurial business venture and want to develop a good understanding of how to better the customer experience.

Course Objectives

At the end of the course, you will understand

- New methods in discovering and attracting your customers
- Adjusting your product and proposed unique value to customer needs
- Balancing your marketing mix and branding
- Establishing the sustainability of your customer relations
- Methods in market assessment and research
- Ways to design UVP
- The process of marketing mix formation

- A sustainable brand aligned with customer expectations
- An integrated CRM into your business strategy

Course Modules

- Discovering and attracting your customer
- Monitoring Customer in scope of new needs through market research
- Market research with limited sources
- Understanding and developing your Unique value proposition (UVP)
- Value Analysis
- Participative product development
- Marketing Mix and Branding
- Sustaining your brand
- Customer Development and satisfaction
- Shaping Customer loyalty
- Customer retention and CRM
- Customer retention - Harnessing Social Media



London Office

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