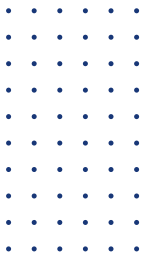


# Certificate In Customer Focus

Course Details



In today's competitive marketplace, exceptional customer service is no longer a luxury but a necessity for businesses to thrive. Our Certificate in Customer Focus course is designed to equip you with the knowledge and skills to deliver outstanding customer experiences and build lasting relationships.

Through a combination of theoretical concepts and practical exercises, you will gain a deep understanding of customer expectations, perception, and satisfaction. You will learn how to identify and address customer needs, communicate effectively, and leverage customer research to drive service improvement.

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## Syllabus & Skills covered (120 hours)



- Identify what shapes customer expectations, from word-of-mouth to past experiences.
- Discover how service encounters impact perception. Utilize various methods to measure satisfaction and implement strategies for improvement.
- Analyze the SERVQUAL model to understand the five dimensions of service quality. Develop methods to monitor and improve service across different industries.
- Learn the importance of first impressions and various encounter types. Leverage "Moments of Magic" and minimize negative experiences.
- Master communication skills to handle customer needs effectively. Develop adaptability and coping mechanisms for challenging interactions.
- Design effective surveys and analyze data to understand customer wants, perceptions, and journeys. Leverage findings for service improvement.

## Career Opportunities



- **Customer Service Representative**
- **Customer Success Manager**
- **Customer Relationship Manager**
- **Service Quality Analyst**
- **Customer Insight Analyst**
- **Client Relations Associate**



Find your nearest center