

Strategic Consulting and Implementation Consortium

Superior strategies to managing People Systems Processes Products Projects Programmes Finances to deliver triple bottom-line

Development Consultants



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Partnering to tackle the world's development problems!

About SCIC

We are a new generation development consulting company based in London. We undertake extensive research on social, environmental, economic and political development challenges in the mix. We undertake the crafting of integrated development strategies for implementation; and provide advice to governments, businesses and individuals focusing on needs and peculiarities of the customer. Our key drivers are high ethical values, quality and social enterprise.

Building a customer focused organisation, the challenges and the opportunities

Introduction

The paradigm has shifted from products focus to customer focus in the last decade or so as a result of increased customer awareness of what they want and their rights. This trend can also be observed in developing economies where markets have become more competitive. Increased industry profitability attracts new entrants producing alternatives and substitutes allowing customers increased choice chances. More recent evidences in many markets suggest that customer sensitivity in determining value go beyond products and services to actually satisfying them. Customers are also taking issues concerning social responsibility, seriously. Organisations need to remodel their plans to meet customer expectations if they would continue to have customer loyalty in an atmosphere of competing needs, alternative choices and limited resources. This training has been designed to meet emerging needs of organisations in developing marketing strategy as part of corporate strategy to outcompete in market place.

Objectives

This training is designed to help participants understand how to use marketing tools to analyse customer buying behaviour to satisfy them in delivering products and services. Excellent knowledge and genuine interest in the customer (as perceived by them) would help you keep existing customers and gain new ones. This would help to increase sales and deliver the bottom-line better, through operational effectiveness.

Who will benefit?

- Managers of business units and operations
- Marketing managers and officers
- Senior executives involved in designing and crafting strategy for their companies
- Human Resources managers

Expected benefits to participants

- How to conduct customer and employee analysis for better understanding
- How to develop products and deliver services that meet the needs of, and satisfy customers
- How to integrate customer-focus into the overall strategic and operational plans
- How to use customer centred approaches to enter markets as a differentiation
- How to mobilize your entire staff and organisation to implement a system-wide customer focused strategy
- How to assess successful customer focused strategy

Duration

2 days

Location of Training

London, U.K.

This training can be conducted in-house as a packaged training.

Training fee

Standard course fee would cover instructing, course materials, certificate of attendance, sightseeing and lunch. The course can however be organised as a packaged short training programme to include airport pickup, London city transportation and lodging.

Individuals – £1050.00

Organisations sponsoring four or more persons (10% discount) - £945.00

Travel

Participants are encouraged to make personal arrangements early. We are able to provide general advice where this may be required

For additional information please contact us:

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This course is promoted subject to our terms and conditions.