

## EFFECTIVE CUSTOMER CENTRICITY MANAGEMENT

*“Embed Customer-Centric Thinking to Drive Loyalty, Differentiation, and Growth”*

### Schedule

Date	Venue	Fees
03 - 04 Feb 2026	Dubai, UAE	USD 1995 per delegate

### Introduction

In an increasingly competitive and experience-driven market, organizations must go beyond product and price to build emotional connections with their customers. Customer centricity is not just a strategy—it’s a mindset embedded in every function, decision, and interaction.

This 2-day training delivers essential insights and tools to develop a customer-centric culture that drives long-term satisfaction, loyalty, and business performance. Participants will explore customer experience (CX) frameworks, journey mapping, voice-of-customer techniques, and internal alignment strategies for delivering consistent value.

### Objectives

By the end of this course, participants will be able to:

- Define and operationalize customer centricity in their organization
- Understand the link between CX, loyalty, and business results
- Identify customer needs, expectations, and pain points
- Build and apply customer journey maps
- Design internal processes and KPIs around customer outcomes
- Promote a customer-centric mindset across teams

## Why Attend

- Learn how to shift from product-focus to customer-focus at all levels
- Gain practical tools to measure and improve customer experience
- Develop empathy-driven practices to enhance engagement
- Explore successful case studies and global benchmarks
- Create an action plan to instill customer-first thinking in your business

## Target Audience

This program is designed for:

- Customer experience and service managers
- Marketing, operations, and sales professionals
- Business leaders and team managers
- CX transformation and innovation officers
- Anyone responsible for customer satisfaction and retention

## Individual Benefits

Key competencies that will be developed include:

- Customer empathy and experience design thinking
- CX measurement and journey analysis
- Internal communication and change advocacy
- Mapping customer impact through business functions
- Aligning roles and behaviors with customer value delivery

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Greater alignment around customer expectations and value
- Enhanced loyalty and reduced churn
- Improved employee engagement through shared CX purpose
- Data-driven improvements to customer journeys
- Differentiation through experience excellence

## Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Core models and mindset of customer centricity
- Case Studies - Analysis of organizations with successful CX practices
- Workshops - Mapping customer journeys and CX process gaps
- Peer Exchange - Sharing insights, challenges, and transformation strategies
- Tools - Templates for persona creation, journey maps, and CX scorecards

## Course Outline

**DETAILED 2-DAY COURSE OUTLINE Training Hours: 7:30 AM – 3:30 PM** Daily Format: 3-4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

### Day 1: The Foundations of Customer Centricity

- Module 1: What is Customer Centricity? (07:30 – 09:30) • Definitions, principles, and business benefits • Differentiating CX from customer service
- Module 2: Understanding Customer Needs (09:45 – 11:15) • Creating personas and empathy mapping • Gathering customer insights and feedback
- Module 3: Journey Mapping Techniques (11:30 – 01:00) • Mapping customer interactions and emotion curves • Identifying pain points and experience gaps
- Module 4: Workshop – Build Your First CX Map (02:00 – 03:30)

### Day 2: Driving Culture and Results Through Centricity

- Module 1: Measuring Customer Experience (07:30 – 09:30) • Key metrics: NPS, CES, CSAT, churn rate • Interpreting data for improvements
- Module 2: Cross-Functional Alignment (09:45 – 11:15) • Designing processes around customer journeys • Breaking silos and enabling collaboration
- Module 3: Creating a Customer-Centric Culture (11:30 – 01:00) • Internal branding, storytelling, and leadership modeling
- Module 4: Final Exercise and Action Plan (02:00 – 03:30) • Drafting your organization’s customer centricity roadmap

## Certification

Participants will receive a Certificate of Completion in Effective Customer Centricity Management, validating their skills in designing and implementing strategies that place the customer at the heart of organizational success.

## Why Choose MAWA Events

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### In-House / Customized Training

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