

CUSTOMER-CENTRIC STRATEGY DEVELOPMENT

“Building a Strategy That Places the Customer at the Heart of Your Business”

Schedule

Date	Venue	Fees (Face-to-Face)
11 - 15 May 2026	Dubai, UAE	USD 3495 per delegate

► Available delivery methods: Face-to-Face & Online Training

Introduction

In today's competitive business landscape, developing a customer-centric strategy is critical for achieving sustainable growth, customer loyalty, and business success. This 5-day course is designed to equip business leaders, marketers, and strategy professionals with the tools and frameworks necessary to develop and implement customer-focused strategies.

Participants will learn how to analyze customer needs, preferences, and behaviors to create products, services, and marketing strategies that drive exceptional customer experiences. By the end of the course, participants will be able to align their organization's goals with customer expectations, build customer loyalty, and deliver a superior brand experience.

Objectives

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

- Understand the key principles of customer-centric strategy development.
- Use customer insights and data to shape effective business strategies.
- Develop a comprehensive customer-centric strategy that aligns with organizational goals.
- Implement strategies to enhance customer experience at every touchpoint.
- Evaluate and measure the success of customer-centric strategies.
- Lead change within the organization to create a culture of customer focus.

Why Attend

- Learn how to develop and implement a strategy that prioritizes customer needs and expectations.
- Gain insights into customer behavior and how to use data to inform strategic decisions.
- Master the techniques for enhancing customer loyalty and driving business growth.
- Develop a comprehensive customer experience strategy that elevates your brand.
- Improve your ability to lead customer-centric initiatives across all departments in your organization.
- Stay ahead of the competition by learning how to differentiate your brand with customer-focused strategies.

Target Audience

This program is designed for:

- Business leaders, managers, and strategists responsible for developing and executing business strategies.
- Marketing professionals looking to enhance their customer experience and loyalty strategies.
- Sales and customer service managers aiming to integrate customer insights into their strategies.
- Professionals seeking to adopt a customer-first mindset and build a more customer-centric organization.
- Anyone involved in developing, delivering, or improving customer experiences across industries.

Individual Benefits

Key competencies that will be developed include:

- Advanced knowledge of customer behavior analysis and its application in strategy development.
- Expertise in creating and implementing customer-centric strategies that drive business results.
- Skills in aligning business objectives with customer needs and expectations.
- Ability to lead customer-focused change initiatives and foster a culture of customer-centricity.
- Proficiency in evaluating and refining customer experience strategies based on performance metrics.

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Enhanced ability to develop customer-focused business strategies that align with organizational goals.
- Improved customer satisfaction and loyalty through customer-centric products, services, and communications.
- A stronger brand position by delivering exceptional customer experiences.
- Increased customer retention, engagement, and long-term profitability.
- A more customer-centric organizational culture that empowers employees to deliver on customer expectations.

Instructional Methodology

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

- Strategy Briefings – Deep dives into customer-centric strategy frameworks, models, and methodologies.
- Case Studies – Real-world examples of successful customer-centric strategies from leading companies.
- Workshops – Interactive exercises focused on creating and implementing customer-centric strategies.
- Peer Exchange – Group discussions to share insights, challenges, and best practices from participants' own organizations.
- Tools – Practical tools and templates to help participants develop and implement customer-centric strategies.

MAWA EVENTS

Address: No. 857, Block A2, Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net



Course Outline

Training Hours: 9:00 AM – 4:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 10:30 & 12:00 | Lunch Buffet: 01:00 – 02:00

Day 1: Introduction to Customer-Centric Strategy Development

- Module 1: What is Customer-Centric Strategy? (09:00 – 11:00)
- Defining customer-centricity in the context of business strategy
- The role of customer focus in organizational success
- Overview of customer-centric business models and strategies
- Module 2: Understanding Customer Behavior and Needs (11:15 – 01:00)
- Methods for analyzing customer behavior, preferences, and needs
- Tools for gathering and interpreting customer data
- Using customer insights to drive strategy development
- Module 3: Aligning Business Goals with Customer Expectations (02:00 – 04:30)
- How to align customer needs with organizational objectives
- The role of customer experience in achieving business goals
- Developing a customer-first organizational mindset

Day 2: Customer Experience Strategy and Design

- Module 1: Designing a Customer-Centric Experience (09:00 – 11:00)
- Mapping the customer journey and touchpoints
- Designing personalized experiences that exceed customer expectations
- Tools for improving the end-to-end customer experience
- Module 2: Integrating Customer Experience Across All Departments (11:15 – 01:00)
- How to create a unified customer experience strategy across all departments
- Involving cross-functional teams in delivering customer-focused solutions
- Maintaining consistency and quality across all customer touchpoints
- Module 3: Using Technology to Enhance Customer Experience (02:00 – 04:30)
- Leveraging digital tools and platforms to improve customer engagement
- AI and automation in customer experience management
- Integrating technology with human interaction for seamless customer service

Day 3: Data-Driven Customer-Centric Strategies

- Module 1: Using Data Analytics to Drive Customer-Centric Decisions (09:00 – 11:00)
- Key performance indicators (KPIs) for measuring customer satisfaction and loyalty
- How to collect, analyze, and use customer data for strategic decision-making
- Predictive analytics in customer behavior forecasting
- Module 2: Developing Personalization Strategies (11:15 – 01:00)
- Techniques for personalizing products, services, and marketing efforts
- The role of customer segmentation in personalization
- Using customer data to create tailored experiences and offers
- Module 3: Building a Customer-Centric Brand (02:00 – 04:30)
- How to build and maintain a customer-centric brand identity
- Communicating customer-centric values to stakeholders
- Ensuring brand consistency across all customer interactions

Day 4: Implementation of Customer-Centric Strategies

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Module 1: Leading Customer-Centric Change (09:00 – 11:00)

- How to implement customer-centric strategies within your organization
- Overcoming organizational resistance to change
- Aligning leadership and employees with the customer-first vision

Module 2: Creating a Customer-Centric Culture (11:15 – 01:00)

- How to foster a culture that prioritizes customer satisfaction and loyalty
- Engaging employees in customer-first initiatives
- Developing customer-centric KPIs for employee performance

Module 3: Implementing Customer Feedback Systems (02:00 – 04:30)

- How to effectively gather and use customer feedback
- Tools for monitoring customer satisfaction and loyalty in real-time
- Strategies for addressing customer concerns and improving service delivery

Day 5: Evaluating and Refining Customer-Centric Strategies**Module 1: Measuring the Impact of Customer-Centric Strategies (09:00 – 11:00)**

- Techniques for evaluating the effectiveness of customer-centric strategies
- Analyzing ROI on customer experience initiatives
- Adjusting strategies based on performance metrics and feedback

Module 2: Continuous Improvement in Customer-Centricity (11:15 – 01:00)

- How to implement continuous improvement processes in customer experience
- Leveraging customer insights for ongoing strategy development
- Tools for tracking and refining customer-centric strategies over time

Module 3: Final Workshop and Course Wrap-Up (02:00 – 04:30)

- Interactive workshop to develop a personalized customer-centric strategy for your organization
- Group discussions and feedback on proposed strategies
- Course wrap-up, Q&A, and certificate distribution

Certification

Upon completing the training course, participants will receive a Certificate of Completion in Customer-Centric Strategy Development, recognizing their ability to create, implement, and evaluate customer-focused business strategies that enhance customer satisfaction, loyalty, and overall business success.

Why Choose MAWA Events

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Interested in running this course for your team?

Please contact us:

TEL:

+601116373203

EMAIL:

info@mawaevents.net