

Customer First Mindset

Duration: 4.5 hours
Audience: Associates



Explore the three customer-focused values –Empathy, Mindful Communication and Problem Solving. Collaborate and solve real-world customer service scenarios with an interactive boardgame.

Program coverage

- **Skill drill 1: Discover the three values**

The customer first mindset involves the following:

Empathy: Visualising the world from the customer's perspective

Mindful Communication: Using language that is crafted to appeal both to the head and to the heart

Problem Solving: Doing whatever it takes to solve a customer's problems

- **Skill drill 2: Applying the three values**

This skill drill is driven through a highly engaging and interactive board game. The game starts with participants receiving red cards for the three values and the behaviors entailed within them. Learners solve real-world customer problems to exchange their red cards with green cards. At the end of the game, participants internalize the three values and the eight underlying behavioral attributes

Post workshop evaluation

- Post test using typical customer service situations
- Study of NPS and other Customer Service scores after 45 days of training

Post workshop support

Follow-up through emails on days 1, 10, 30, 60 days. Post-test after 2 weeks

Case Studies

Role plays

Board game