



AT A GLANCE:

M CUSTOMER FOCUS



WHAT'S THIS THEME ABOUT?

'Customer Focus' is about helping managers and their teams put the customers at the heart of everything they do. Whether we're talking about our external or internal customer, as managers in the business, it's critical that we all understand our customers' needs, act in their best interests and deliver the experience they expect.

WHY IS THIS IMPORTANT?

"A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us an opportunity to do so."

– Mahatma Gandhi

This famous Gandhi quotation encapsulates just how important it is that we never lose sight of the customer and their needs. Sometimes however, it's difficult to not get caught up in business as usual, and the focus becomes more the product or the process instead of the person – the customer!

This theme helps our managers go beyond simply recognising the importance of customer focus – it helps them put a plan into action with their teams and across various levels of the business to become customer-focused.

IDEAL OUTCOMES

'Customer Focus' is about our managers understanding:

- Who their customers are
- What their customers expect
- How their customers want to be treated.

'Customer Focus' is about our managers being able to:

- Discover ways to get customer feedback on a regular basis
- Motivate their team to act in customers' best interests
- Create a plan to improve the customer experience

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