



Customer-Centric Operating Culture and Service Governance Training Course

23 – 27 August 2027
Kuala Lumpur



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Overview

Customer-Centric Operating Culture and Service Governance Training Course is a five-day practitioner course for service managers, experience leaders, operations managers, and cross-functional service owners who leave with a Customer-Centric Operating Action Plan. Participants build customer-centered decision criteria, leadership behaviors, employee enablement, shared accountability, governance routines, and feedback-to-improvement cycles. The course treats customer centricity as an operating discipline rather than a frontline service technique. Agile Leaders Training Center presents customer-centric operating culture through practical organizational routines.

Who Should Attend

- Professionals responsible for customer-service operating standards
- Leaders responsible for customer experience priorities and governance
- Managers responsible for operational decisions and service outcomes
- Owners responsible for cross-functional service processes and handoffs
- Specialists responsible for employee enablement and improvement routines

The course assumes participants already influence service operations and leaves out frontline communication skills, journey mapping, CRM configuration, AI service tools, and customer experience strategy design.

Departments and Industries

The course supports departments and industries where coordinated decisions and operating routines shape customer outcomes.

- Customer service, customer experience, and client relations
- Operations, quality, and shared services
- Banking, insurance, retail, and hospitality
- Healthcare, education, and public services
- Technology, telecommunications, logistics, and utilities

Learning Objectives

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



- Diagnose the current customer-centric operating baseline
- Apply customer-centered criteria to operational decisions
- Build leadership and employee enablement routines
- Analyze cross-functional ownership, handoffs, and escalation paths
- Prioritize customer feedback for operational improvement
- Evaluate a customer-centric governance and action plan

Course Agenda

Day 1: Customer-Centric Operating Principles

- Customer-Centered Decision Criteria Canvas
- Service Excellence Principle Mapping
- Internal Priority Bias Diagnostic
- Customer Value Trade-Off Matrix
- Customer-Centric Operating Baseline

Day 2: Leadership and Employee Enablement

- Leadership Behavior Modeling Guide
- Employee Decision Authority Matrix
- Service Promise Translation Sheet
- Enablement Barrier and Support Map
- Recognition and Reinforcement Routine

Day 3: Cross-Functional Accountability

- Customer Outcome Ownership Map
- Cross-Functional Handoff Standard
- Decision Rights and Escalation Matrix
- Service Dependency Review Board
- Accountability Evidence Register

Day 4: Governance and Feedback Improvement

- Customer Feedback Intake Taxonomy
- Insight-to-Action Prioritization Grid
- Service Governance Meeting Cadence
- Improvement Experiment Charter
- Outcome and Learning Review Scorecard



Day 5: Customer-Centric Operating Practice

- Exercise: Apply Customer-Centered Decision Criteria
- Exercise: Resolve a Cross-Functional Handoff
- Exercise: Convert Feedback into an Improvement Action
- Exercise: Review Governance and Reinforcement Routines
- Capstone: Customer-Centric Operating Action Plan

Practical Exercises

The course uses banking, healthcare, retail, and shared-service scenarios to connect customer outcomes with operating decisions.

- Suggested activity: diagnose an internal priority conflict and apply customer-centered decision criteria.
- Suggested activity: map ownership, evidence, and escalation for a cross-functional service handoff.
- Suggested activity: prioritize customer feedback and frame an operational improvement experiment.
- Suggested activity: assemble governance routines and employee enablement actions into an operating plan.

FAQs

Who suits customer-centric operating culture training and what does it assume?

Managers and service owners who influence operational decisions suit the training; it assumes experience with service operations but no formal qualification in customer experience or governance.

How does customer-centric operating culture differ from customer experience strategy?

Customer-centric operating culture embeds customer value in recurring decisions, responsibilities, handoffs, and reinforcement, while customer experience strategy sets broader experience ambitions, priorities, and investment direction.

What makes service governance customer centric?

Service governance becomes customer centric when decision rights, review cadence, evidence, escalation, and improvement priorities consistently connect operational choices with defined customer outcomes.

How can customer feedback lead to operational improvement?

Customer feedback leads to improvement when teams classify evidence, identify recurring operational causes, prioritize action, test a bounded change, and review the resulting customer and process outcomes.



How does employee enablement support customer centricity?

Employee enablement supports customer centricity by aligning decision authority, guidance, resources, escalation routes, recognition, and learning with the customer outcomes employees are expected to protect.

Conclusion

Participants leave with a Customer-Centric Operating Action Plan containing decision criteria, leadership routines, enablement actions, ownership maps, governance cadence, and improvement experiments. The plan makes customer-centered responsibilities and decisions visible across functions. It gives managers a practical basis for reinforcing customer centricity through everyday operations.