



Customer-Focused Management Practices Training Course

28 June – 2 July 2027
Dubai

Customer-Focused Management Practices Training Course

Ref: 706_153883 **Date:** 28 June – 2 July 2027 **Location:** Dubai **Fees:** 4500 Euro

Overview

Customer-Focused Management Practices Training Course is a five-day intermediate course for department managers, operations managers, service managers, functional supervisors, and team leaders who leave with a Customer-Focused Management Operating Plan. Participants apply customer-focused decision criteria, service commitments, responsibility maps, cross-functional coordination, management review routines, team coaching, and service improvement priorities. Agile Leaders Training Center frames customer-focused management practices as a repeatable discipline for everyday managerial choices.

Who Should Attend

- Department managers responsible for priorities, resources, and customer consequences
- Operations managers responsible for service flow and cross-functional coordination
- Service managers responsible for commitments, standards, and performance evidence
- Functional supervisors responsible for team routines and customer-facing behavior
- Team leaders responsible for coaching, escalation, and follow-through

The course assumes participants already make operational or team decisions and leaves out enterprise CX strategy, detailed journey redesign, complaint investigation, marketing campaigns, and certification preparation.

Departments and Industries

The course supports departments and industries where managerial choices shape service commitments and customer outcomes.

- Customer service, operations, quality, and contact centers
- Retail, hospitality, logistics, and facilities services
- Banking, insurance, telecommunications, and technology services
- Healthcare, education, and professional services
- Sales support, account operations, and after-sales service

Learning Objectives

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



- Analyze customer priorities within a managerial decision context
- Build observable service commitments and responsibility controls
- Apply cross-functional coordination to customer-impacting work
- Evaluate customer and operational evidence in management reviews
- Use coaching routines to reinforce customer-focused behavior
- Prioritize service improvement actions with clear ownership

Course Agenda

Day 1: Customer-Focused Decisions

- Customer Priority Evidence Canvas
- Manager Decision Impact Filter
- Customer Consequence Mapping Method
- Decision Tradeoff Record
- Customer-Focused Management Principle Set

Day 2: Commitments and Accountability

- ISO 10001:2018 Customer Promise Review Guide
- Department Service Commitment Builder
- Observable Commitment Criteria
- Customer Responsibility Assignment Map
- Commitment Exception and Escalation Card

Day 3: Cross-Functional Coordination

- Customer-Impacting Workstream Map
- Responsibility Interface Matrix
- Cross-Functional Dependency Register
- Coordination Meeting Decision Agenda
- Customer Issue Ownership Transfer Checklist

Day 4: Review, Coaching, and Priorities

- Customer and Operational Evidence Scorecard
- Management Review Question Set
- Customer-Focused Behavior Observation Sheet
- Team Coaching Conversation Planner
- Service Improvement Priority Grid



Day 5: Customer-Focused Management Practice

- Exercise: Apply the Manager Decision Impact Filter
- Exercise: Draft a Department Service Commitment
- Exercise: Resolve a Cross-Functional Responsibility Gap
- Exercise: Conduct a Customer Evidence Review
- Capstone: Customer-Focused Management Operating Plan

Practical Exercises

The course uses cases from retail, healthcare, technology services, and logistics to connect managerial decisions with customer outcomes.

- Suggested activity: compare two operational choices using customer evidence, resource limits, and a decision tradeoff record.
- Suggested activity: assign ownership across a customer-impacting dependency and define its escalation route.
- Suggested activity: coach an observed service behavior using evidence, a clear expectation, and a follow-up action.
- Suggested activity: rank improvement actions by customer consequence, feasibility, ownership, and evidence.

FAQs

Who suits customer-focused management practices training, and what does it assume?

Department managers, operations managers, service managers, supervisors, and team leaders suit the training; it assumes responsibility for operational choices, team routines, or service outcomes.

How do customer-focused management practices differ from enterprise CX strategy?

Customer-focused management practices guide daily departmental decisions, accountability, coordination, reviews, and coaching, while enterprise CX strategy sets organization-wide direction, governance, and investment priorities.

How should managers use customer priorities in daily decisions?

Managers should test options against customer evidence, expected consequences, service commitments, operational constraints, ownership, and the decision's follow-up requirement.

What makes a service commitment manageable?

A service commitment becomes manageable when it states an observable expectation, assigned owner, evidence source, exception rule, escalation route, and review cadence.



How do management reviews support customer-focused behavior?

Management reviews support customer-focused behavior by combining customer and operational evidence, identifying responsibility gaps, recording decisions, assigning actions, and checking follow-through.

Conclusion

Participants leave with a Customer-Focused Management Operating Plan that combines decision criteria, service commitments, responsibility maps, coordination controls, review routines, coaching actions, and improvement priorities. The plan turns customer priorities into repeatable managerial choices. It also gives teams a shared basis for accountability and follow-through.