

# Excellence in Customer Insights and Business Analysis: A Dual Path to Mastery

7 – 11 June 2027
Rome

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**Ref:** 36357_26532 **Date:** 7 – 11 June 2027 **Location:** Rome **Fees:** 5700 Euro

## Course Overview:

The course is a complete course designed to develop skills in customer relationship management and business analysis. Participants will learn to foster a customer-centric culture, communicate effectively, and implement quality assurance methods to improve customer satisfaction. This course also provides in-depth training for the PMI-PBA, covering essential business analysis skills such as needs assessment, requirements elicitation, traceability, and solution evaluation.

## Target Audience:

- Customer Service Professionals
- Business Analysts
- Project Managers
- Team Leaders & Supervisors
- Sales and Marketing Professionals
- Aspiring Customer Service Leaders

## Targeted Organizational Departments:

- Customer Service
- Project Management Office PMO
- Business Analysis
- Sales and Marketing
- IT and Software Development
- Human Resources

## Targeted Industries:

- Retail
- IT and Software
- Finance and Banking
- Healthcare
- Telecommunications
- Hospitality

## Course Offerings:

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

- Develop a customer-centric organizational strategy.
- Master communication and customer engagement techniques.
- Apply agile methods in customer service.
- Conduct comprehensive needs assessments.
- Elicit and analyze requirements for business solutions.
- Implement quality assurance in customer service.

## Training Methodology:

The course uses varied learning approaches to ensure an engaging and practical experience. Participants will engage in case studies, group work, interactive discussions, and feedback sessions focused on customer service excellence and business analysis. Real-world scenarios and simulations are used to apply key concepts in a hands-on environment, and mock exams will be provided for PMI-PBA preparation. This multi-method training ensures that participants can apply their new skills directly in their roles.

## Course Toolbox:

Participants will receive:

- Comprehensive ebooks on customer service and business analysis
- Access to online resources for PMI-PBA preparation
- Templates, checklists, and agile tools for customer engagement

## Course Agenda:

### Day 1: Building a Customer-Centric Culture

- **Topic 1:** Importance of Customer-Centric Strategy
- **Topic 2:** The Shift Towards Customer-Centric Organizations
- **Topic 3:** Customer-Centric Model and Approach
- **Topic 4:** Agile Concepts in Customer Service
- **Topic 5:** Encouraging Customer Involvement in Decision-Making
- **Topic 6:** Incorporating Customer Feedback into Strategy
- **Reflection & Review:** Key takeaways on customer centricity

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## Day 2: Developing Customer Communication and Engagement

- **Topic 1:** Foundations of Effective Communication
- **Topic 2:** Advanced Communication Skills for Customer Service
- **Topic 3:** The Art of Listening and Understanding Customer Needs
- **Topic 4:** Building Trust and Loyalty through Communication
- **Topic 5:** Techniques for Personal Persuasion and Influence
- **Topic 6:** Crafting a Customer Communication Plan
- **Reflection & Review:** Techniques and applications review

## Day 3: Agile and Analytical Approaches in Service and Business Analysis

- **Topic 1:** Introduction to Agile Customer Service
- **Topic 2:** Moving from Transactions to Interactions
- **Topic 3:** Enhancing Customer Experience through Details
- **Topic 4:** Business Analysis Planning and Agile Integration
- **Topic 5:** Requirements Elicitation and Stakeholder Involvement
- **Topic 6:** Customer Service Protocols and Standards
- **Reflection & Review:** Agile and analytical concept review

## Day 4: Quality Assurance, Control, and Business Analysis Techniques

- **Topic 1:** Quality Assurance in Customer Service
- **Topic 2:** Applying Poka Yoke for Error Prevention
- **Topic 3:** Business Analysis Traceability and Monitoring
- **Topic 4:** Continuous Improvement and KPI Development
- **Topic 5:** Balanced Scorecard for Customer and Financial Alignment
- **Topic 6:** Conducting Basic Customer Analysis
- **Reflection & Review:** Quality and performance review

## Day 5: Solution Evaluation and Developing Customer Service Teams

- **Topic 1:** Understanding Solution Evaluation and Decision-Making
- **Topic 2:** Coaching and Mentoring in Customer Service
- **Topic 3:** Steps to Foster a Learning Organization
- **Topic 4:** Conflict Resolution in Business Analysis
- **Topic 5:** Building a Sustainable Customer-Centric Team
- **Topic 6:** PMI-PBA Exam Prep and Final Review
- **Reflection & Review:** Final reflections and ongoing application

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## How This Course is Different from Other Excellence in Customer Insights and Business Analysis Courses:

This course uniquely combines customer relationship management skills and business analysis expertise. Unlike other programs, this course not only covers strategies for creating a customer-centric culture. By focusing on both customer service and analytical skills, the course empowers participants to create meaningful customer experiences and make data-driven business decisions, making them valuable assets to their organizations.