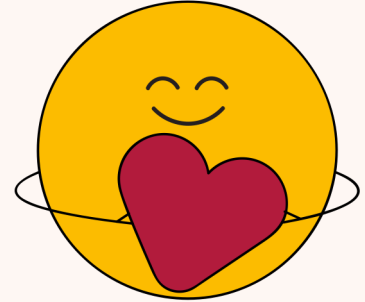


# Serving The Heart

As client expectations shift, why not also shift the way we learn client experience?

In today's data mine, why not choose an immersive, engaging, and transformative journey that equips your team with the tools and mindset needed to put the customer at the heart of everything they do?



# The Customer Centricity Challenge

In today's fast-paced, competitive environment, clients can swap brands at any time. With client service changing over the years and the advent of AI, organizations must adapt the way they respond to evolving client expectations!

- Are you ready to move to the next level of Customer Experience?
- How equipped is your team to handle the new Customer Expectations?
- What happens if we do not adapt to the new Customer Service Trends?



We lose customer loyalty



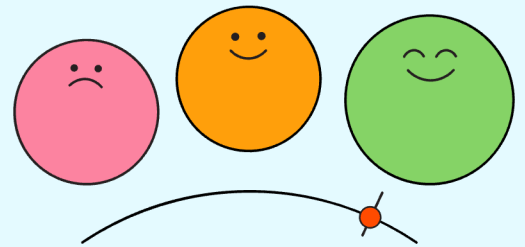
We lose our branding



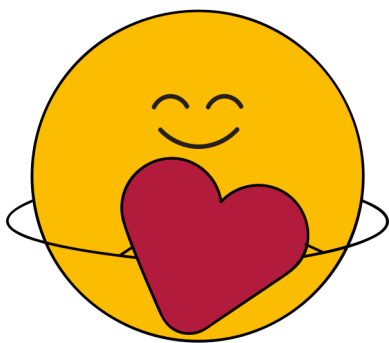
We lose market share



We lose team members



## Our Solution: Serving The Heart



**As client expectations shift, why not also shift the way we learn client experience?**

In today's data mine, why not choose an immersive, engaging and transformative journey that equips your team with the tools and mindset needed to put the customer at the heart of everything they do.

# How will our programs allow team members to **#bemore** customer centric?



## Build Empathy

Understand and appreciate the emotional and logical aspects of the customer's perspective. Activities designed to put participants in the customers' shoes, understanding their needs and emotions.



## Create WOW Moments

Learn techniques to exceed customer expectations and create memorable experiences.



## Improve Interaction

Develop skills to manage customer interactions effectively, ensuring satisfaction and loyalty. Exercises that enhance listening skills, crucial for understanding and responding to customer needs. Detailed exploration of the CARE model to improve customer interactions.



## Implement Practical Tools

Access practical strategies and tools to continuously enhance customer service. Activities focused on leadership and commitment to customer centricity. KYC (Know Your Customer) sessions for profiling and understanding customer needs and wants. "Moments of Truth" discussion to identify and optimize critical points in the customer journey that can make or break their experience.

## Who Would Benefit

The program is ideal for:



### Customer Service Teams

Aiming to enhance their interaction skills and customer satisfaction.



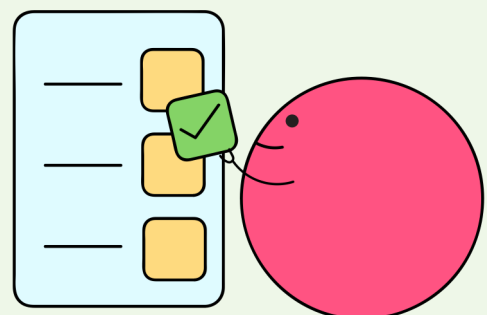
### Managers and Leaders

Seeking to instill a customer-centric culture within their teams.



### Entire Organizations

Looking to improve overall customer satisfaction and loyalty by embedding customer-centric practices across all levels.



## Why Choose Our Program



**Proven Methodology:** Our experiential learning approach ensures participants not only understand but also apply the concepts learned.



**Customizable Content:** The program can be tailored to meet the specific needs of your organization.



**Expert Facilitation:** Led by experienced facilitators with a track record of success in driving customer-centric transformations.

## Program Features

Our program is not just another training session; it's an immersive experience designed to deeply engage participants and ensure lasting change. Key features include:



### Kickoff Session

A virtual kickoff session to introduce learners to the program, get buy-in to enhance motivation, answer any questions, and get prepared for the journey ahead.



### Energy Bus: Mobile App Activity

An interactive mobile platform that keeps participants engaged for two weeks before the workshops. The app offers challenges and reflective activities making the learning process fun and dynamic, and prepares learners for the upcoming sessions.



### Face-to-Face Immersive Workshop Series

These sessions provide hands-on learning opportunities where participants can learn and practice new skills in a supportive environment. Our experienced facilitators use role-playing, group discussions, and real-world scenarios to ensure practical application of the concepts.

## Logistics & Details



### Duration

The program spans over a three-week period, blending virtual and face-to-face sessions.



### Participants

Suitable for groups of maximum 20 participants.



### Requirements

Participants need a phone with a good internet connection for app-based activities.



### Mode

Blended learning using virtual and in-person sessions, and self-paced app-based activities.

## Testimonials



**Client:** A known bank



**Objective:** Bring Empathy in Customer Service



**No of participants:** 300



**Time frame:** April 24 - July 24



**Batches:** 26

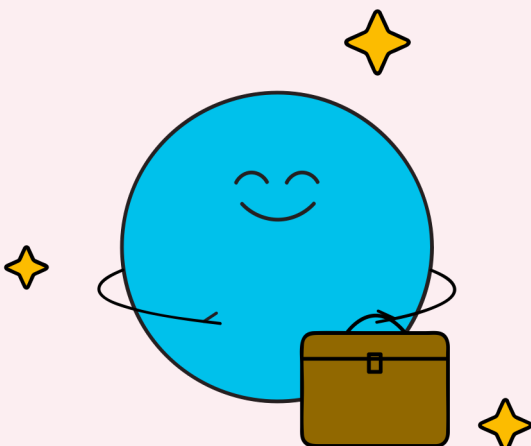
“ I have learned valuable skills to handle difficult stakeholders and will apply these in my daily work. Your training also taught me to value my efforts, even when my to-do list isn't fully completed. ”

“ The idea of sharing and brainstorming difficult work situations was brilliant. It could enhance our learning and problem-solving strategies. ”

“ The session was excellent, emphasizing the importance of realistic and measurable actions driven by senior management to help all organization colleagues apply CARE. ”

“ The training provided great insights into delivering customer service and engaging with internal stakeholders for the best outcomes. A very good experience! ”

“ I am highly satisfied with the session and have learned a lot. I believe everything was perfect and don't think any changes are needed. ”



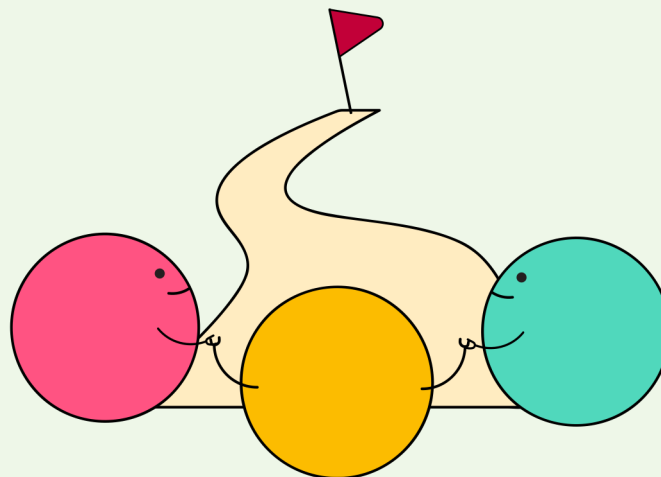
“ Your training has helped me understand the importance of authentic engagement with stakeholders and creating opportunities for idea exchange to enhance customer delight. ”

“ The session was excellent, though resolving sound issues before the training started would have made it even better. ”

“ The session helped me become self-aware of the different models and their applicable situations. Thank you for the insightful training! ”

“ The training was fantastic, and the wrap-up video was an unexpected and delightful surprise. Great job! ”

“ Although most of the content was familiar to me, I found the session overall interesting and informative. ”



## About Us

FocusU Engage is one of India's leading names in the field of learning and OD interventions. The inspiration behind FocusU is a quote from Walt Disney: "Laughter is no enemy to learning".

**"To enable people and teams be more through meaningful learning."**

This is the mission that has driven us over the years and made us a name that L&D stakeholders across more than a 900+ corporates place their faith on to deliver every single time.

We solve two big problems for our clients.

- Learner engagement: When a learning intervention is not customised, learners are not engaged.
- Application of learning: Without learning transfer, investments on training deliver very less ROI.

We believe one size never fits all. Hence for each engagement, we take time to understand the need deeply. We ask a lot of questions and at times push back against what we think are unrealistic expectations from a training program. But eventually this helps our clients and us arrive at a shared understanding on how we can create tangible impact for the business. Only then do we proceed to designing the learning intervention. And we own it end-to-end in terms of content, delivery, communication and program management.

Our learner-centricity is not an empty promise. We have backed it up from our founding days more than a decade and a half ago, with an unconditional promise to our customers that we call, "Happy or Free."

Every year, we conduct around 1000+ learning workshops – that touch the lives of over 40,000 employees. As our tagline says, we hope to inspire each person we touch to **#BeMore**.



To know more about us, drop  
in at: [www.focusu.com](http://www.focusu.com)

We are a very friendly bunch, so do  
feel free to reach out to us through:

[hello@focusu.com](mailto:hello@focusu.com) | +91-8882337788  
[bonzur@focusu.com](mailto:bonzur@focusu.com) | +230-59194131

