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COURSE BROCHURE

Customer-Centric Organisation and Internal Service Course

25 – 29 July 2027
Dubai

Customer-Centric Organisation and Internal Service Course

Ref: 643_23880 **Date:** 25 – 29 July 2027 **Location:** Dubai **Fees:** 4600 GBP

Customer-Centric Organisation and Internal Service is a 1-week training course for team leaders, supervisors and managers, who leave with a Departmental Customer-Centricity Action Plan. Customers now feel every internal delay, handoff and policy gap, so service quality depends on departments far from the front desk. Jupiter Prime Training offers this course on Customer-Centric Organisation and Internal Service for those who shape daily ways of working.

Why Customer-Centric Organisation and Internal Service Matters Now

Two forces shape this subject today: customers who expect one joined-up answer whichever department they reach, and employees in support functions who rarely see the customer their work affects. Organisations that treat colleagues as internal customers shorten handoffs, resolve issues at first contact and keep frontline staff motivated; those that do not pass problems between silos until customers give up. The course draws on the service-profit chain, the internal customer concept, SIPOC process mapping, RACI responsibility charts and ISO 10002 guidance on complaints handling as a source of cross-functional lessons.

Who Gains Most from Customer-Centric Organisation and Internal Service

- Team leaders who set daily routines and model customer-focused behaviour
- Supervisors in support functions whose outputs reach frontline colleagues
- Department managers who own handoffs with other units and agree service levels
- Process owners who remove policy and approval steps that frustrate customers
- Internal service coordinators who track requests between departments

Departments that send a frontline supervisor with a counterpart from a support function gain most, because both sides of a handoff then redesign it together.

Customer-Centric Organisation and Internal Service Capabilities

Participants practise seeing their department through the eyes of the customers and colleagues it serves, then changing the routines that block good service.

- Assess the department's customer-centric maturity using behaviours, measures and rituals — senior managers
- Map internal customer and supplier chains with SIPOC diagrams — process owners
- Design internal service agreements with clear requests, standards and response times — partner departments
- Specify empowerment limits so staff can resolve issues without escalation — team leaders
- Build leadership routines that keep the customer visible in daily decisions — supervisors
- Communicate a departmental action plan that links changes to customer outcomes — executive sponsors

Key Customer-Centric Organisation and Internal Service Terms

- Customer-centric organisation — an organisation whose structure, decisions and routines are shaped around customer needs rather than internal convenience.
- Internal customer — a colleague or department that receives the output of another unit's work in order to serve external customers.
- Internal service agreement — a written understanding between departments about requests, standards, response times and escalation.
- SIPOC — a diagram listing suppliers, inputs, process, outputs and customers to show how work flows across units.
- Service-profit chain — a model linking employee satisfaction and capability to customer loyalty and business performance.
- Empowerment limit — the defined authority a staff member has to resolve a customer issue without seeking approval.

Customer-Centric Organisation and Internal Service Day by Day

Day 1: From Transactions to Customer Centricity

- Transactional Versus Customer-Centric Service — Signs in Daily Behaviour
- Service-Profit Chain — Linking Staff Experience to Loyalty
- Customer-Centric Maturity Check — Behaviours, Measures and Rituals
- Customer Promise Statement — What Every Department Must Uphold
- Sector Examples — Hospital Admissions and Utility Connection Services

Day 2: Internal Customers and Suppliers

- Internal Customer Concept — Who Depends on Each Department
- SIPOC Mapping — Suppliers, Inputs, Process, Outputs and Customers
- Internal Service Agreements — Requests, Standards and Response Times
- Internal Satisfaction Pulse — Measuring Service Between Departments
- Handoff Pain Points — Delays, Rework and Missing Information

Day 3: Empowerment and Cross-Functional Handoffs

- Empowerment Limits — Authority to Resolve Without Escalation
- RACI Charts for Handoffs — Who Owns Each Step
- Cross-Functional Huddles — Fixing Recurring Issues Together
- Complaint Lessons Under ISO 10002 — Spotting Cross-Unit Causes
- Policy Friction Review — Rules That Harm Customers

Day 4: Leadership Behaviours for Customer Centricity

- Customer Stories in Team Meetings — Keeping the Customer Visible
- Recognition Practices — Rewarding Help Across Departments
- Coaching Conversations — Turning Mistakes Into Learning
- Measures That Matter — Balancing Speed, Quality and Effort
- Role Modelling — Leaders Answering Customer Contacts

Day 5: Practising the Departmental Customer-Centricity Action Plan

- Maturity Gap Summary — Applying Day 1 Assessment
- Internal Agreement Draft — Day 2 SIPOC Findings Converted
- Empowerment Rules Update — Day 3 Limits for One Team
- Leadership Routine Calendar — Day 4 Behaviours Scheduled
- Departmental Customer-Centricity Action Plan — Priorities, Owners and Measures

Applying Customer-Centric Organisation and Internal Service After the Course

- Run a SIPOC session with one partner department and agree a short internal service agreement with response times and an escalation route.
- Introduce a weekly customer story slot in team meetings and track the improvement actions it generates for one month.

Customer-Centric Organisation and Internal Service Questions FAQ

What is a customer-centric organisation with internal service, and why does it matter now?

It is an organisation where every department, not only the front line, shapes its work around customer needs and serves colleagues as internal customers. It matters now because customers feel every internal delay and expect one joined-up answer.

Which roles gain most from customer-centric organisation and internal service training?

Team leaders, supervisors and department managers gain most. Process owners and internal service coordinators also benefit, because handoffs and approvals between units often decide whether customers receive a quick, consistent answer.

How does customer-centric organisation and internal service training differ from a frontline customer service skills course?

It changes how departments work together rather than how individuals speak to customers. You map internal chains, agree service agreements, set empowerment limits and build leadership routines instead of practising call and counter techniques.

What do you bring back from customer-centric organisation and internal service training?

You bring back an action plan for your department. It holds a maturity gap summary, a draft internal service agreement, updated empowerment rules and a calendar of leadership routines with owners and measures.

Customer-Centric Organisation and Internal Service: The Way Forward

The Departmental Customer-Centricity Action Plan first informs which handoff with another department is redesigned. Team leaders, supervisors and partner managers use it to agree priorities and track progress. After the first quarter, revisit the internal satisfaction pulse, because fixing one handoff often exposes the next bottleneck in the wider service chain.