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COURSE BROCHURE

Advanced Customer Focused Management for Operational Leaders Course

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Kuala Lumpur

jupiterprime.uk

info@jupiterprime.uk

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Advanced Customer Focused Management for Operational Leaders Course

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Customer Focused Management for Operational Leaders is a 2-week training course for department heads, operations managers and middle managers leading customer-facing teams, who leave with a Customer-Focused Operating Blueprint for their own unit. Many organisations still design processes, budgets and targets from the inside out, so customers feel every internal hand-off. Jupiter Prime Training delivers Customer Focused Management for Operational Leaders to managers who shape those choices.

Why Customer Focused Management for Operational Leaders Matters Now

Three pressures meet on the desks of operational leaders: customers who compare every provider with the easiest app they use, back-office functions whose delays surface at the counter or on the phone, and boards asking why efficiency drives have not lifted loyalty. Units that manage from the customer outward cut rework and complaints while staff gain clearer authority; units that keep inward-looking targets see silos protect themselves at the customer's expense. The course draws on the service-profit chain, the customer perspective of the balanced scorecard BSC and ISO 10002 guidance on customer satisfaction and complaints.

Who Gains Most from Customer Focused Management for Operational Leaders

- Department heads who set targets, budgets and priorities for units serving customers
- Operations managers who own end-to-end processes crossing several functions
- Middle managers who lead supervisors and frontline teams day to day
- Support function heads whose internal services feed customer-facing staff
- Improvement leads who redesign workflows and remove non-value steps

Management teams that send a customer-facing manager with a support function head gain most, because internal customer chains can then be repaired from both ends.

Customer Focused Management for Operational Leaders Capabilities

Participants practise steering management decisions, process design and team behaviour by what customers notice rather than by what departments measure.

- Assess how far current targets, budgets and meetings reflect customer outcomes — senior leadership
- Build an internal customer chain map with service agreements between functions — support function heads
- Design customer-centric KPIs that balance speed, quality and effort — performance reviews
- Apply outside-in process redesign to remove hand-offs customers feel — process owners
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Specify empowerment boundaries that let staff resolve issues on the spot — frontline managers
- Communicate a customer-first agenda that teams adopt as their own — middle managers

Key Customer Focused Management for Operational Leaders Terms

- Outside-in management — designing decisions and processes from the customer's need back into the organisation.
- Internal customer chain — the sequence of departments that serve each other before a product or service reaches the external customer.
- Critical-to-customer CTC requirement — a measurable characteristic customers judge as essential to a good outcome.
- Service-profit chain — a model linking employee capability and satisfaction to customer loyalty and financial results.
- Empowerment boundary — the documented limit within which staff can decide remedies without asking a manager.
- Customer-centric KPI — a performance measure expressed in outcomes the customer experiences rather than internal activity.

Customer Focused Management for Operational Leaders Day by Day

Day 1: Why Inside-Out Management Fails Customers

- Inside-Out Versus Outside-In Diagnosis — Spotting Department-First Decisions
- Service-Profit Chain Model — Linking Staff Capability to Loyalty
- Cost of Silos Estimate — Rework, Complaints and Lost Customers
- Customer Focus Self-Audit — Targets, Meetings and Budget Signals
- Leadership Signals Inventory — What Managers Reward and Ignore

Day 2: Hearing the Customer at Management Level

- Critical-to-Customer Requirement Trees — Turning Needs Into Measurable Outcomes
- Kano Model Classification — Basic, Performance and Delight Attributes
- Gemba Walks at Customer Touchpoints — Managers Observing Real Service
- Complaint Insight Briefings Under ISO 10002 — Agenda Items for Management
- Customer Panels and Advisory Boards — Structured Input to Decisions

Day 3: Internal Customer Chains

- SIPOC Mapping Across Departments — Suppliers, Inputs, Process, Outputs, Customers
- Internal Customer Chain Mapping — Who Serves Whom Before the Customer
- Internal Service Agreements — Response Standards Between Functions
- Internal Satisfaction Surveys — Rating Support Functions as Suppliers
- Escalation Paths for Internal Failures — Fixing Causes Not Symptoms

Day 4: Customer-Centric Performance Measures

- Balanced Scorecard Customer Perspective — Placing Customers Beside Finance
- Outcome Versus Activity Metrics — Measuring What Customers Experience
- Leading Indicator Selection — Early Signals of Customer Outcomes
- Target Setting Without Gaming — Avoiding Perverse Incentives
- Unit Performance Dashboards — Weekly Review Rhythm for Managers

Day 5: Redesigning Processes From the Customer Outward

- Outside-In Process Mapping — Starting From the Customer Trigger
- Value and Non-Value Step Analysis — Removing Waste Customers Notice
- Hand-Off Reduction Techniques — Case Ownership and Single Points of Contact
- Failure Demand Analysis — Contacts Caused by Earlier Mistakes
- Process Redesign Charters — Scope, Owners and Customer Measures

Day 6: Empowering Customer-Facing Staff

- Empowerment Boundary Design — Decisions Staff Make Without Approval
- Decision Rights Matrices — Clarifying Who Decides What
- Policy Simplification Reviews — Rules That Block Sensible Service
- Psychological Safety Practices — Raising Customer Problems Without Fear
- Recognition Linked to Customer Outcomes — Rewarding the Right Behaviour

Day 7: Leading Customer-Focused Teams

- Customer Huddles and Stand-Ups — Daily Conversations About Customers
- Situational Leadership for Service Teams — Matching Style to Readiness
- Coaching Managers to Coach — Building a Customer-First Supervisory Layer
- Hiring for Service Orientation — Selection Criteria and Interview Questions
- Workload and Staffing Balance — Protecting Service at Peak Demand

Day 8: Building a Customer-First Culture

- Cultural Web Analysis — Stories, Symbols and Routines Around Customers
- Customer Stories in Management Meetings — Making Customers Visible
- Cross-Functional Customer Councils — Joint Decisions on Shared Problems
- Change Resistance Handling — Middle Manager Concerns and Responses
- Culture Pulse Indicators — Measuring Shifts in Behaviour

Day 9: Customer Focus Across Sectors

- Hospital Outpatient Flows — Reducing Waits and Repeat Visits
- Retail Banking Branch Operations — Fewer Referrals Between Desks
- Utilities Field Service Scheduling — Appointment Windows Customers Can Trust
- Government Service Centres — Single Visit Resolution of Requests
- Manufacturing After-Sales Support — Linking Plant Decisions to Customers

Day 10: Practising the Customer-Focused Operating Blueprint

- Internal Chain Repair Plan — Applying Day 3 Maps to One Unit
- KPI Set Rebuild — Using Day 4 Outcome Measures for Targets
- Process Redesign Proposal — Day 5 Outside-In Map With Peer Challenge
- Empowerment Charter Draft — Day 6 Boundaries for Frontline Roles
- Customer-Focused Operating Blueprint — Measures, Processes, Roles and Rhythm

Applying Customer Focused Management for Operational Leaders After the Course

- Map one internal customer chain feeding a customer-facing team and agree two internal service agreements with the support functions involved.
- Replace two activity targets in the unit dashboard with customer-centric KPIs and review them in the weekly management meeting.

Customer Focused Management for Operational Leaders Questions FAQ

What is customer focused management for operational leaders, and why does it matter now?

It is a way of running units so that targets, processes and team behaviour follow customer outcomes. It matters now because customers expect simple service, back-office delays reach them directly and efficiency drives alone have not raised loyalty.

Which roles gain most from customer focused management for operational leaders?

Department heads, operations managers and middle managers leading customer-facing teams gain most. Support function heads and improvement leads also benefit, since internal customer chains and process redesign depend on their decisions as much as on frontline managers.

How does customer focused management for operational leaders differ from a customer service skills course?

It changes how managers run units rather than how staff speak to customers. A skills course trains individual service behaviour; here you redesign targets, processes, internal agreements and empowerment so that good service becomes the easy path.

What do you bring back from customer focused management for operational leaders training?

You bring back an operating blueprint for your unit. It contains repaired internal customer chains, a rebuilt KPI set, a redesigned process and an empowerment charter, each with owners and a review rhythm.

Customer Focused Management for Operational Leaders: The Way Forward

The Customer-Focused Operating Blueprint first informs which targets and hand-offs the unit changes in the next quarter. Department heads, operations managers and their supervisors use it to brief teams and support functions. After its first use, revisit the empowerment boundaries, because real decisions taken by frontline staff show where trust can safely grow.