





# Short Learning Programme: Developing a Customer-Centric Mindset

The Developing a Customer-Centric Mindset course from Waterfall School of Business is a short learning programme designed to help you understand and implement customer-focused strategies in a business. The course is suitable for anyone who wants to improve customer relationships and contribute to a more customer-centric culture within their organisation.

#### Course code:

The course code is not publicly listed.

#### Accreditation status:

• This is a non-credit-bearing Short Learning Programme.

#### **Duration:**

4 weeks

#### **Entry requirements:**

• None

#### **Topics covered:**

The course covers a range of topics to help you shift to a customer-centric way of thinking:

- Module 1: The customer-centric paradigm shift
- Unit 1: Introduction to customer centricity
- Unit 2: Towards a customer-centric culture
- Module 2: The 5Es framework for customer relationships
- Unit 1: Understanding customer relationships
- Unit 2: Managing customer experience
- Module 3: The customer-centric mindset
- Unit 1: Foundations of creating customer-centric values
- Unit 2: Creating smart trust with customers
- Module 4: Sustainable customer-centric strategies
- Unit 1: Mapping the customer journey
- Unit 2: Optimising customer value by implementing customer-centric initiatives

### **Assessments:**

• The course material is structured into learning units. Students are assessed through formative assignments, and a final summative assessment is required to successfully complete the course. There are no formal exams.

## Type of certificate awarded:

You will receive a Certificate of Competence from Waterfall School of Business.



