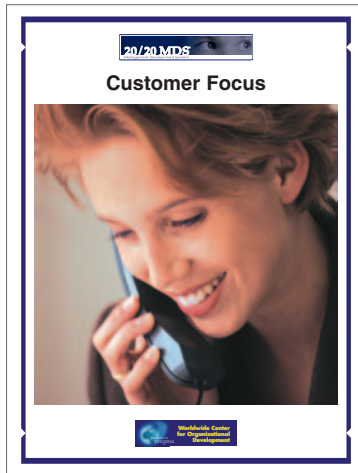


Customer Focus

(Level B)



Underpinning Competencies

- Reciprocal Communication
- Listening and Organising
- People Enablement
- Identifying and Solving Problems

Linked Assessments (where applicable)

- Customer Commitment Profile

This supplier/customer chain is central to the ability of any organisation to delight its customers, survive and grow. As with any chain, the supplier/customer chain is as good as its weakest link, and if any link is not meeting its internal customers' needs the external customer has no chance of being satisfied, let alone delighted.

This module focuses on the identification of those needs and how you can plan to meet them. It will therefore take you through the stages of analysing information and preparing plans which match your departmental or organisational operations to what your customers need and want. You will look at what marketing really means as a philosophy, as well as a range of techniques you can use. Throughout this module you will see clear emphasis on the essential recognition that customer needs are what drive effective and profitable organisations.

Objectives

At the end of this module you will be able to:

- analyse market needs and opportunities
- collect information relating to customer needs
- recognise the various levels of customer service
- identify and develop customer relationships with your organisation
- prepare marketing plans relating to the elements of the marketing mix, the 4 P's: price, place, product and promotion
- assess your department's or organisation ability to meet customer needs
- organise and present appropriate information to customers.