



Customer...An Often Strange or Unusual Individual

OBJECTIVES	<ol style="list-style-type: none">1. Introduce participants to the concept of Customers and the Customer Supplier Relationship.2. Understand different types of customer and their needs.3. Understand the “Customer is the center of the universe” paradigm.4. Develop a set of Customer service Values
COURSE SUMMARY	<ul style="list-style-type: none">• Identification of key service characteristics that create satisfaction and dissatisfaction• Definitions of customer types• Identifying your customers• Customer-Supplier relationship• Identification of customers’ needs – 5 basic customer needs categories• Role of behavior in customer satisfaction• Identification of key behaviors• Translation of key behaviors into guiding values
KEY TOPICS	<ol style="list-style-type: none">1. Utilizing flowcharting to identify customers2. Kano quality model3. Customer identification worksheet
TARGET GROUP	All employees
CLASS SIZE	10-100
RECOMMENDED DURATION	4 hours
PREREQUITITE	None
INSTRUCTIONAL FORMAT	This is an introductory level workshop intended to introduce employees to the concept of customers and suppliers and their needs. Format is facilitated discussion, some lecture, and a closing team exercise with team reports.
COMPANION COURSES	Managing Yourself Through Change and Process Management Design