



CUSTOMER 1<sup>ST</sup>  
INTERNATIONAL

# Plan your journey to a customer centric culture



*Create an outstanding  
experience for every  
customer, every time.*

# Extend your service horizon



**Imagine the outstanding service experiences that your business could deliver to customers**

Customer 1st International helps you transform your business. By working with your teams, at strategic, manager and professional levels, we will raise the understanding of service excellence amongst all your employees. Our online courses – at strategic, management and professional levels - will speed up your journey to customer centricity.



## Who we are

We are subject matter experts in customer service. Our authoritative knowledge has benefitted organisations that include Accenture, Unilever, MTN, BT, Institute of Customer Service, VisitBritain and Financial Times.

## Why we are different

We provide a complete solution for organisations that intend to become customer centric: consultancy, learning, standards and culture change. Our three levels of online courses are distinctive in that they are tutor-led and mapped to occupational standards for customer service.





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*Transform your customer  
experience globally.*

## What we do

We provide comprehensive customer service solutions for businesses, including:

- Online, tutor-led courses – for your strategists, managers and professionals.
- Service strategy consultancy, helping you build your customer centric culture.
- Best Practice Guide books and e-books, delivering comprehensive knowledge.
- Expert-on-Demand™ screencast modules, covering key service topics.



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## What our customers say



“I have worked closely with Customer 1st International over the last 4 years, since identifying the company as a source of subject matter expertise around customer care. My needs have been listened to, the ideas and suggestions I have made have been built upon and together we delivered on time, to budget, a customer care curriculum.”

**Rachel Thomas, Learning and Development Manager, Unilever**

“It was much more interactive than any previous customer service course I've completed. The main benefits were in prompting you to consider the organisation's objectives, strategy, people and processes. Other participants had some very thought-provoking comments, and the online tutor really did make you think about the scenarios she posed. **Susan Wilshee, BT**”

“Thanks for the support from your team; the Customer Relations Division are so happy with the progress we have all made. Everybody wants to be part of the show now! Our current strategy is working well for us, everybody now talks about customer service and there is a buzz, a passion, towards making the customer happy.”

**Adetayo Abiola, Human Resources Division, MTN**

# Go further in your service delivery

Customer 1st International will work with your people to help build your culture of customer centricity in which everyone is passionate about serving their customers.

We can show you how to create an environment in which people excel and offer exceptional service to customers. We can give exactly what you need to distinguish yourself from your competitors.





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# Online learning

## Benefits of our online courses

- Web based learning portal.
- Interactive and motivational.
- Empower employees to implement your customer service strategy.
- Increase customer loyalty and employee retention.
- Advice and expertise from online tutors.
- Share best practice with colleagues.
- Spread consistent messages about service standards – with global reach.
- Reduce learning and development costs.



**Complete your global picture with an  
effective customer service strategy**







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# Advanced Certificate in Customer Service Strategy

An effective customer service strategy is often the missing link which, once in place, enables customer experiences to be dramatically enhanced, delivering bottom line results for the business.

The Advanced Certificate in Customer Service Strategy is an online qualification for all directors, senior managers and stakeholders of organisations (private or public) that strive to build truly customer centric service provision.



**Deliver your service vision  
through your teams**

*Lead and motivate your  
team to deliver outstanding  
customer service.*






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# Award for Customer Service Managers

Managers and team leaders, equipped with the right skills and understanding, can implement a culture of excellent customer service in an organisation, making a real difference for the business.

The Award for Customer Service Managers is an online qualification for all managers and team leaders with responsibility for delivering excellent standards of service. Both new and experienced managers will benefit.





# Strengthen your brand through your people

*Enhance the skills and motivation of your customer service professionals with an accredited online qualification.*




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# Award for Customer Service Professionals

Learn how to deliver outstanding service for every customer, every time, by taking our exciting online course.

The Award for Customer Service Professionals is an online qualification for everyone who interacts with customers, including internal customers, the colleagues you work with day-to-day.





**Transform customer  
experience beyond limits**

*Our consultancy can help every part of your  
business improve its service standards.*



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# Consultancy

Our consultancy services are focused on supporting your vision of customer centricity.

Customer journey mapping



Customer service gap analysis



Customer insight



Developing a customer centricity dashboard



Developing your customer service strategy



Service skills learning framework





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# Turn your service strategy into reality

*Contact Customer 1st International today*



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