

**MSS SUCCESS SPACES**

Units 2K-2L, 2nd Floor E.C. Valle Commercial Center M.L.
Quezon Avenue Brgy. San Isidro, Angono, Rizal



(02) 7255 5568



0995 846 2495 | 0917 123 1017



info@mssccorporation.com.ph



www.MSSCorporation.com.ph

CUSTOMER CENTRICITY TRAINING IN THE PHILIPPINES

CUSTOMER AT THE CENTER

Practical Customer-Focused Thinking, Decision-Making, Collaboration, and Continuous Improvement for Sustainable Customer Value

TRAINING OVERVIEW

Many organizations say that customers are important. Their mission statements mention customer satisfaction, employees are instructed to provide excellent service, and leaders remind teams to “put the customer first.” However, the actual customer experience may tell a different story.

Customers may still encounter:

- Complicated procedures;
- Conflicting information;
- Long waiting times;
- Repeated requests for the same details;
- Departments that blame one another;
- Products or services designed around internal convenience;
- Policies that employees cannot explain;
- Promises that operations cannot fulfill;
- Feedback that is collected but not acted upon;
- Service recovery that begins only after complaints escalate; and
- Employees who want to help but lack the authority, information, systems, or coordination needed to do so.

These situations reveal the difference between **claiming to value customers** and **operating customer-centrally**.

Customer centricity means understanding who the organization serves, what those customers genuinely value, how they experience the organization across different touchpoints, and how business decisions affect their ability to achieve their desired outcomes. It requires the organization to use customer insight when designing products, services, processes, policies, communications, technologies, measurements, and employee responsibilities.

Customer experience is formed through interactions involving multiple touchpoints, people, products, processes, and technologies over time. Customer service is therefore only one component of the broader customer experience. Sustainable customer centricity requires collaboration among leadership, marketing, sales, operations, finance, HR, IT, product teams, service personnel, and other functions that influence what the customer receives.

Customer at the Center: Customer Centricity Training in the Philippines equips employees, supervisors, managers, department heads, customer-facing teams, support functions, and organizational leaders with practical tools for viewing work from the customer’s perspective and translating customer understanding into better decisions and coordinated action.

Participants learn how to:

- Identify the organization's different customers and users;
- Understand customer needs, expectations, desired outcomes, and sources of frustration;
- Distinguish customer assumptions from evidence;
- Listen to and interpret the Voice of the Customer;
- Examine the end-to-end customer journey;
- Recognize moments that matter and customer pain points;
- Connect internal decisions with external customer impact;
- Balance customer value with organizational viability, fairness, policy, and risk;
- Improve cross-functional handoffs;
- Convert customer insights into standards, processes, and improvement priorities;
- Establish clearer customer-experience ownership; and
- measure whether improvements are producing meaningful results.

The Philippine customer-experience profession continues to mature, with the Customer Experience Society of the Philippines providing programs on CX fundamentals and Voice of the Customer and promoting higher standards across industries.

Consistent with MSS Corporation's **EnterTRAINment** methodology, this **Training on Customer Centricity in the Philippines** minimizes lecture-heavy instruction. Participants analyze organizational practices, create customer profiles, map customer journeys, evaluate decisions, diagnose cross-functional problems, and prepare a practical customer-centricity action plan.

The program may be customized according to the client's industry, customer segments, organizational values, products and services, customer feedback, service standards, customer journey, policies, processes, digital platforms, performance indicators, and actual anonymized customer situations.

TRAINING GOAL

To equip participants with the customer-focused mindset, practical frameworks, analytical tools, communication disciplines, and collaborative behaviors needed to understand customers more deeply, make customer-informed decisions, improve end-to-end experiences, and create sustainable value for both customers and the organization.

TRAINING OBJECTIVES

By the end of the program, participants should be able to:

1. **Explain** customer centricity in practical, organization-wide, and behavior-based terms;
2. **Differentiate** customer centricity from customer service, customer experience, customer satisfaction, customer focus, and customer obsession;

3. **Identify** the external customers, users, buyers, decision-makers, influencers, beneficiaries, and other relevant stakeholders connected with the organization's products or services;
4. **Examine** customer needs, expectations, desired outcomes, frustrations, circumstances, and perceptions without relying solely on internal assumptions;
5. **Interpret** customer feedback, behavioral information, complaints, operational data, and employee observations as sources of customer insight;
6. **Map** the customer journey and recognize important touchpoints, moments that matter, handoffs, pain points, and experience gaps;
7. **Assess** how policies, processes, systems, employee decisions, and departmental priorities affect customers;
8. **Apply** the MSS C.E.N.T.E.R. Customer-Centricity Framework to realistic workplace situations;
9. **Evaluate** decisions using customer value, organizational viability, fairness, risk, consistency, and long-term relationship considerations;
10. **Translate** customer insights into service standards, process improvements, employee responsibilities, and cross-functional actions;
11. **Identify** appropriate customer-experience measures and feedback loops;
12. **Demonstrate** shared ownership of the customer experience across customer-facing and support functions; and
13. **Prepare** a 30-, 60-, or 90-day customer-centricity action plan for their team, department, or organization.

LEARNING DOMAINS ADDRESSED

Cognitive Domain

Participants understand customer centricity, customer needs, Voice of the Customer, customer journeys, customer-value decisions, cross-functional ownership, experience measurement, and continuous improvement.

Affective Domain

Participants strengthen empathy, curiosity, openness to customer feedback, accountability, willingness to challenge internal assumptions, and commitment to creating fair and meaningful customer value.

Psychomotor and Behavioral Domain

Participants practice customer analysis, journey mapping, pain-point identification, customer-impact assessment, cross-functional problem-solving, decision evaluation, and improvement planning.

FROM POINT A TO POINT B

Point A: Before the Training

Participants may:

- Think customer centricity is exclusively the responsibility of customer service personnel;
- Assume that being friendly automatically creates a good customer experience;

- Focus on completing internal tasks without considering customer impact;
- Treat policies and processes as fixed even when they create unnecessary customer difficulty;
- Make decisions based on what employees believe customers want;
- Collect feedback without using it to improve;
- View complaints only as problems rather than sources of insight;
- Optimize departmental targets while damaging the overall customer journey;
- Pass customers from one department to another without clear ownership;
- Measure activity instead of customer outcomes;
- Believe that customer centricity means agreeing to every request;
- Prioritize short-term transactions over long-term relationships;
- Design processes around internal convenience;
- Overpromise to gain customer approval;
- Assume that frontline employees alone can repair system-wide problems;
- Treat customer satisfaction as the only relevant indicator;
- Fail to connect employee experience with customer experience;
- overlook customers who use different channels or have different circumstances; or
- discuss customers only when complaints or sales decline.

Point B: After the Training

Participants should be better able to:

- Recognize customer centricity as an organization-wide responsibility;
- Identify who the customer is in a specific business situation;
- Clarify what customers are trying to accomplish;
- Separate customer evidence from organizational assumptions;
- Understand the customer's end-to-end journey;
- Recognize pain points, effort, confusion, and moments that matter;
- Connect internal decisions with customer consequences;
- balance customer value with business sustainability and appropriate controls;
- challenge processes that create unnecessary difficulty;
- distinguish individual service failures from system-related experience problems;
- coordinate more effectively across functions;
- use feedback to identify improvement priorities;
- establish clearer ownership for customer outcomes;
- design standards around customer needs and organizational promises;
- measure satisfaction, effort, loyalty, retention, and operational performance appropriately;
- empower employees within defined authority and escalation boundaries;
- turn customer insights into practical improvements; and
- make customer focus part of everyday work rather than a temporary campaign.

ORGANIZATIONAL CHALLENGES ADDRESSED

This **Customer Focus Training in the Philippines** may help organizations address situations such as:

- Employees believe customer experience belongs only to frontline teams;
- Departments optimize their own targets but create problems for customers;
- Customers repeatedly provide the same information across channels;
- Sales promises are not aligned with operational capability;
- Policies are enforced without explaining their customer or business purpose;
- Employees follow procedures even when those procedures no longer serve customers effectively;
- Customer complaints recur despite repeated service recovery;
- Feedback is collected but does not lead to decisions;
- Customer needs are assumed rather than investigated;
- Different customer segments receive an identical but unsuitable experience;
- Customers experience inconsistent service across branches or channels;
- Employees do not understand how their back-office work affects customers;
- Cross-functional handoffs lack clear ownership;
- Managers measure speed but overlook accuracy, ease, or customer outcomes;
- Service standards are too general to guide employee behavior;
- Customer-facing personnel lack authority to resolve reasonable concerns;
- Customer convenience is sacrificed unnecessarily for internal convenience;
- Improvement projects are selected without sufficient customer insight;
- Employees become defensive when customers raise concerns;
- Digital tools are introduced without considering customer usability;
- Cost reduction unintentionally creates higher customer effort;
- Customer-centricity campaigns rely on slogans but lack systems and accountability; or
- Leaders want a shared customer-focused culture across all departments.

WHAT CUSTOMER CENTRICITY MEANS

Customer centricity is an organizational discipline in which customer understanding influences:

- Strategy;
- Leadership decisions;
- Product and service design;
- Processes;
- Policies;
- technology;
- communication;
- employee responsibilities;
- measurements;
- resource allocation; and
- continuous improvement.

A customer-centric organization does not simply ask:

“How can we persuade customers to accept what we already provide?”

It also asks:

“What are customers trying to accomplish, what prevents them from succeeding, and how can we create value in a way that is also viable and sustainable for the organization?”

CUSTOMER CENTRICITY IS NOT SAYING YES TO EVERYTHING

Customer centricity does not mean:

- Agreeing to every customer demand;
- Giving unauthorized discounts;
- Ignoring policies, contracts, laws, or safety requirements;
- Allowing abusive customer behavior;
- Promising what the organization cannot deliver;
- Providing unlimited customization;
- Sacrificing employee wellbeing;
- Treating all customers identically;
- prioritizing one customer at the expense of fairness to others;
- eliminating reasonable controls;
- absorbing every cost without evaluating viability;
- ignoring fraud or misuse;
- allowing customers to dictate internal employment decisions; or
- choosing short-term satisfaction over long-term trust.

A customer-centric response may sometimes involve saying no, setting a boundary, explaining a limitation, offering an alternative, or correcting an unrealistic expectation.

The difference is that the response is:

- Respectful;
- understandable;
- evidence-based;
- consistent;
- solution-oriented;
- aligned with organizational values; and
- mindful of its effect on the customer relationship.

CUSTOMER CENTRICITY VERSUS RELATED PROGRAMS

Customer Centricity Training

Develops an organization-wide mindset and system for understanding customers and incorporating customer value into decisions, processes, responsibilities, and improvements.

Customer Service Training

Develops the skills employees use during direct customer interactions, including communication, empathy, problem-solving, complaint handling, and service recovery.

Customer Experience Training

Examines how customers perceive the organization across the complete journey, including marketing, sales, products, services, processes, technology, and support.

Customer service is one component of customer experience, while customer centricity is the organizational orientation that guides how the experience is designed and managed.

Customer Focus Training

Customer focus is frequently used as another term for customer centricity. It may also refer more narrowly to employees considering customer needs while completing their responsibilities.

Customer Satisfaction Training

Focuses on understanding, measuring, and improving whether customer experiences meet or exceed expectations.

Customer Journey Mapping Training

Develops the ability to visualize stages, touchpoints, customer actions, perceptions, pain points, and improvement opportunities across a journey.

Customer Service Excellence Training

Focuses strongly on service standards, communication, professionalism, complaint resolution, and consistently positive customer interactions.

Customer Experience Management Training

Develops broader capability for governing, measuring, coordinating, and continuously improving customer experience across the organization.

IDENTIFYING THE CUSTOMER

Organizations may serve several types of customers or customer-related stakeholders.

Buyer

The person or organization that pays for the product or service.

User

The person who directly uses or experiences the product or service.

Decision-Maker

The person who approves the purchase, contract, renewal, or continuation.

Influencer

The person whose recommendation, expertise, or preference affects the decision.

Beneficiary

The person who receives the ultimate value or outcome even when someone else pays.

Channel Partner or Intermediary

A distributor, reseller, broker, agent, or partner that connects the organization with the end customer.

Internal Partner

Another department or employee who depends on a team's output to fulfill the organization's promise to the external customer.

The needs of these groups may differ. A procurement officer may prioritize compliance and cost, while an end user prioritizes usability and reliability. A patient may value compassionate care, while an employer or insurer evaluates cost and documentation.

Customer centricity requires clarity about whose experience, decision, use, and outcome are being examined.

UNDERSTANDING WHAT CUSTOMERS VALUE

Customers do not purchase only products or services. They seek outcomes such as:

- Convenience;
- safety;
- reliability;
- speed;
- confidence;
- reduced effort;

- cost savings;
- risk reduction;
- status;
- comfort;
- access;
- expertise;
- compliance;
- growth;
- continuity;
- peace of mind; or
- resolution of a specific problem.

The organization must distinguish among:

Stated Needs

What customers explicitly request.

Unstated Needs

Important expectations that customers may assume without mentioning.

Functional Needs

What the product or service must enable the customer to accomplish.

Emotional Needs

How customers want to feel during or after the experience.

Social Needs

How the decision or outcome affects the customer's relationships, reputation, identity, or community.

Minimum Expectations

The basic standards customers assume should always be met.

Differentiating Value

The qualities that make customers choose, remain with, or recommend the organization.

VOICE OF THE CUSTOMER

Voice of the Customer refers to information that helps the organization understand customers' needs, expectations, perceptions, experiences, and priorities.

Sources may include:

- Customer interviews;

- surveys;
- complaints;
- compliments;
- reviews;
- social-media comments;
- contact-center records;
- sales conversations;
- website behavior;
- usage information;
- cancellation reasons;
- return or refund data;
- lost-customer interviews;
- frontline employee observations;
- service-recovery cases;
- customer advisory groups;
- product requests; and
- operational performance information.

Customer comments should not be treated as isolated instructions that must automatically be followed.

The organization should examine:

- Frequency;
- seriousness;
- affected customer segments;
- root causes;
- business implications;
- relationship impact;
- evidence from other sources;
- feasibility; and
- alignment with strategy.

THE CUSTOMER JOURNEY

The customer journey is the complete path through which a customer becomes aware of, considers, purchases, uses, receives support for, renews, leaves, or recommends a product or service.

Possible stages include:

1. Awareness;
2. Research;
3. Inquiry;
4. Evaluation;
5. Purchase or enrollment;
6. Onboarding;

7. Delivery or use;
8. Support;
9. Complaint or recovery;
10. Renewal or repeat purchase;
11. Exit; and
12. Advocacy.

A journey may cross:

- Physical locations;
- websites;
- mobile applications;
- social media;
- email;
- telephone;
- chat;
- sales representatives;
- partners;
- billing;
- logistics;
- technical support; and
- multiple internal departments.

The customer experiences the organization as one organization, even when employees see separate departments.

THE MSS C.E.N.T.E.R. CUSTOMER-CENTRICITY FRAMEWORK

The program introduces a six-stage framework for keeping customers meaningfully—not superficially—at the center of organizational decisions.

C – Clarify the Customer and the Value Sought

Determine:

- Who the customer is;
- who uses the product or service;
- who pays or decides;
- what the customer is trying to accomplish;
- what problem needs to be solved; and
- what value the customer expects.

Customer-centric work becomes difficult when the organization uses the word “customer” without identifying the actual person, role, segment, or situation involved.

E – Explore Needs, Expectations, and Context

Understand:

- Stated and unstated needs;
- minimum expectations;
- desired outcomes;
- customer circumstances;
- emotional and functional considerations;
- previous experiences;
- communication preferences;
- risks and concerns; and
- relevant differences among customer segments.

Exploration requires listening and evidence rather than assumption.

N – Notice Moments That Matter and Friction Points

Examine the customer journey for:

- Confusing instructions;
- long waiting times;
- unnecessary steps;
- repeated information requests;
- inconsistent messages;
- failed handoffs;
- unavailable support;
- policy-related frustration;
- emotional moments;
- high-risk interactions;
- unmet promises; and
- opportunities to create meaningful value.

Not every touchpoint has equal importance. Some moments strongly influence trust, satisfaction, loyalty, or abandonment.

T – Translate Customer Insight into Decisions and Standards

Convert customer understanding into:

- Priorities;
- product or service improvements;
- process changes;
- communication standards;

- decision criteria;
- employee behaviors;
- service-level expectations;
- escalation procedures;
- technology requirements;
- policies; and
- improvement projects.

Insights create value only when they influence action.

E – Enable Shared Ownership Across the Organization

Clarify:

- Who owns each stage or touchpoint;
- which departments contribute;
- what information must be shared;
- what employees may decide;
- when escalation is required;
- what resources are needed;
- how leaders reinforce customer centricity; and
- how employee capability affects the customer experience.

Customer centricity fails when everyone is told to care but no one is given clear ownership or authority.

R – Review Results, Learn, and Improve

Use appropriate evidence to determine:

- Whether the experience improved;
- whether customer effort decreased;
- whether satisfaction or loyalty changed;
- whether complaints declined or were resolved more effectively;
- whether customers remained, returned, or recommended;
- whether the improvement is operationally sustainable;
- what unintended consequences emerged; and
- what should be continued, corrected, redesigned, or stopped.

Customer centricity is a continuing discipline rather than a one-time campaign.

CUSTOMER-CENTRIC DECISION TEST

Before approving a customer-related decision, participants are encouraged to ask:

1. Who is the affected customer?
2. What is the customer trying to accomplish?
3. What evidence do we have about the need or problem?
4. How will the decision affect the customer's effort, trust, outcome, or experience?
5. Does it align with our promise and values?
6. Is the decision operationally and financially sustainable?
7. Is it fair and consistent?
8. What legal, safety, compliance, or risk considerations apply?
9. Which departments must coordinate?
10. How will we determine whether the decision worked?

ONE-DAY CUSTOMER CENTRICITY TRAINING OUTLINE

Time	Modules and Essential Topics	Major Activity and Participant Output
8:00 AM–10:00 AM	MODULE 1: FROM CUSTOMER SLOGANS TO CUSTOMER-CENTRIC THINKING 1. Understanding Customer Centricity • Customer centricity as an organizational mindset and management discipline • Customer value, business value, and sustainable relationships 2. Customer Centricity Versus Customer Service • Frontline interactions versus organization-wide decisions • How customer-facing and support functions shape the experience 3. Identifying the Real Customer • Buyers, users, decision-makers, influencers, and beneficiaries • Different customer segments and desired outcomes 4. Outside-In Versus Inside-Out Thinking	Major Activity: Outside-In Customer-Centricity Diagnostic – Participants analyze organizational situations, identify inside-out practices, determine their customer impact, and distinguish customer-centric decisions from customer-pleasing or policy-ignoring behavior. Major Output: Customer-Centricity Readiness and Gap Map

Time	Modules and Essential Topics	Major Activity and Participant Output
	• Designing around customer outcomes instead of internal convenience • Recognizing assumptions, silos, and process-centered thinking 5. Customer-Centricity Myths and Boundaries • Why customer centricity does not mean saying yes to everything • Balancing value, viability, fairness, risk, and standards	
10:00 AM–10:15 AM	MORNING BREAK	
10:15 AM–12:00 NN	MODULE 2: SEEING THE ORGANIZATION THROUGH THE CUSTOMER'S EYES 1. Understanding Customer Needs and Desired Outcomes • Stated, unstated, functional, emotional, and minimum expectations • Avoiding assumptions and stereotypes 2. Listening to the Voice of the Customer • Feedback, complaints, observations, behavioral data, and operational evidence • Separating isolated requests from recurring patterns 3. Mapping the Customer Journey • Stages, actions, touchpoints, channels, expectations, and emotions • The customer's complete experience across departments 4. Identifying Moments That Matter • High-impact moments affecting trust, effort, loyalty, or abandonment • Preventable friction and broken promises 5. Framing Customer Problems Clearly • Symptoms, pain points, causes, and customer consequences	Major Activity: Customer Lens and Journey Laboratory – Teams develop a practical customer profile and map a selected customer journey, identifying needs, expectations, moments that matter, pain points, evidence, and ownership gaps. Major Output: Customer Insight and Journey Map

Time	Modules and Essential Topics	Major Activity and Participant Output
	• Prioritizing what deserves attention	
12:00 NN–1:00 PM	LUNCH BREAK	
1:00 PM–3:00 PM	MODULE 3: TRANSLATING CUSTOMER INSIGHT INTO ORGANIZATIONAL ACTION 1. Applying the MSS C.E.N.T.E.R. Framework • From clarifying the customer to reviewing results • Converting insight into coordinated action 2. Making Customer-Centric Decisions • Customer value, organizational viability, fairness, consistency, and risk • Using evidence rather than slogans 3. Improving Policies, Processes, and Handoffs • Removing unnecessary customer effort • Clarifying cross-functional ownership and escalation 4. Establishing Customer-Centric Standards • Observable behaviors, response expectations, communication, and follow-through • Aligning standards with the organizational promise 5. Enabling Employees to Act • Information, capability, tools, authority, and managerial support • Empowerment within reasonable boundaries	Major Activity: Customer-Centric Decision and Improvement Simulation – Participants respond to a realistic customer-experience problem, compare competing departmental priorities, apply the C.E.N.T.E.R. Framework, and design a coordinated improvement response. Major Output: Customer-Centric Improvement Blueprint
3:00 PM–3:15 PM	AFTERNOON BREAK	
3:15 PM–5:00 PM	MODULE 4: BUILDING AND SUSTAINING A CUSTOMER-CENTRIC CULTURE	Major Activity: Customer-Centric Culture Action Lab – Participants assess a team or departmental practice, identify customer-

Time	Modules and Essential Topics	Major Activity and Participant Output
	1. Shared Ownership of Customer Experience • Leadership, frontline, support-function, and cross-functional responsibilities • Moving beyond departmental blame 2. Customer-Centric Leadership and Management • Role-modeling, priorities, resource decisions, coaching, and accountability • Connecting employee experience with customer delivery 3. Measuring Customer-Centric Performance • Satisfaction, effort, loyalty, retention, resolution, quality, and operational indicators • Selecting measures that lead to decisions 4. Closing the Customer Feedback Loop • Listen, analyze, prioritize, act, communicate, and verify • Showing employees and customers that feedback produces appropriate action 5. Sustaining Continuous Improvement • Reinforcement, governance, review cadence, recognition, and learning • Turning training into workplace practice	centric behavior and system improvements, define ownership and measures, and establish implementation priorities. Major Output: 30-, 60-, or 90-Day Customer-Centricity Action Plan
5:00 PM	PROGRAM CLOSING	Learning synthesis, participant commitments, evaluation, and recommended next steps

MAJOR PARTICIPANT OUTPUTS

Participants are expected to complete:

1. **Customer-Centricity Readiness and Gap Map;**
2. **Customer Insight and Journey Map;**
3. **Customer-Centric Improvement Blueprint; and**
4. **30-, 60-, or 90-Day Customer-Centricity Action Plan.**

TRAINING ACTIVITIES

Depending on the client's requirements, the program may include:

- Inside-out versus outside-in decision challenge;
- customer-centricity self-assessment;
- customer-definition exercise;
- customer-needs analysis;
- Voice of the Customer review;
- customer-persona development;
- journey-mapping workshop;
- moments-that-matter identification;
- pain-point and root-cause analysis;
- customer-impact decision testing;
- cross-functional handoff simulation;
- service-standard development;
- employee-empowerment case analysis;
- customer-metric selection;
- feedback-loop design;
- peer review;
- facilitator feedback; and
- workplace action planning.

TRAINING METHODS

The program follows MSS Corporation's **EnterTRAINment** design standard:

- Approximately **30% concise trainer input, demonstration, facilitated discussion, and synthesis;** and
- Approximately **70% participant analysis, journey mapping, decision simulation, cross-functional problem-solving, peer feedback, and action planning.**

Methods may include:

- Short learning discussions;
- customer cases;

- individual reflection;
- small-group analysis;
- customer profiles;
- journey mapping;
- realistic decision scenarios;
- collaborative process improvement;
- behavioral practice;
- output presentations;
- structured feedback; and
- workplace application planning.

TARGET PARTICIPANTS

This **Customer Centricity Training in the Philippines** is recommended for:

- Rank-and-file employees;
- customer-facing personnel;
- customer service representatives;
- sales and marketing employees;
- account managers;
- administrative employees;
- operations personnel;
- logistics and supply-chain employees;
- finance and billing personnel;
- Human Resources professionals;
- information-technology personnel;
- product and service development teams;
- quality-assurance personnel;
- supervisors and team leaders;
- middle and senior managers;
- department and functional heads;
- branch, area, and regional managers;
- customer-experience teams;
- business owners and executives;
- government and public-service employees;
- nonprofit and association personnel; and
- employees whose decisions directly or indirectly affect customers.

A leadership-focused version may be developed for executives and managers responsible for strategy, resource allocation, customer-experience governance, performance measures, and cross-functional execution.

**MSS SUCCESS SPACES**

Units 2K-2L, 2nd Floor E.C. Valle Commercial Center M.L.
Quezon Avenue Brgy. San Isidro, Angono, Rizal



(02) 7255 5568



0995 846 2495 | 0917 123 1017



info@mssccorporation.com.ph



www.MSSCorporation.com.ph

RECOMMENDED NUMBER OF PARTICIPANTS

A class size of approximately **15 to 25 participants** is recommended for meaningful customer analysis, journey mapping, simulations, group discussion, and facilitator feedback.

Larger groups may be accommodated through adjusted breakout arrangements, additional facilitators, digital collaboration tools, or team-based outputs.

DELIVERY OPTIONS

The program may be delivered through:

- Face-to-face in-house training;
- offsite corporate workshop;
- live virtual instructor-led training;
- hybrid training;
- public seminar;
- customer-experience learning journey;
- leadership development program;
- culture-transformation initiative;
- new-employee orientation;
- cross-functional alignment workshop; or
- customized training-and-consultancy engagement.

AVAILABLE PROGRAM FORMATS

Half-Day Customer-Centricity Orientation

Recommended for building shared awareness, introducing outside-in thinking, and establishing basic customer-focused behaviors.

The half-day version contains exactly two modules.

One-Day Customer Centricity Training

Recommended for customer analysis, journey mapping, customer-centric decision practice, cross-functional alignment, and action planning.

Two-Day Customer-Centricity Workshop

Recommended when the organization requires:

- More detailed Voice of the Customer analysis;
- multiple customer personas;
- comprehensive journey mapping;

- deeper process diagnosis;
- customer-experience standards;
- cross-functional simulations;
- measurement design;
- leadership applications; and
- individualized facilitator feedback.

Separate Employee and Leadership Sessions

The employee program focuses on customer understanding, daily behaviors, decisions, handoffs, and ownership.

The leadership version may cover:

- Customer-centric strategy;
- culture and governance;
- resource allocation;
- organizational silos;
- employee empowerment;
- experience measurements;
- Voice of the Customer systems;
- leadership accountability; and
- customer-experience improvement portfolios.

Customer-Centricity Learning Journey

May include:

- Pre-training customer-centricity assessment;
- customer and employee interviews;
- core employee workshop;
- leadership alignment session;
- journey-mapping workshops;
- process-improvement projects;
- customer-experience standards;
- manager coaching;
- implementation reviews;
- reinforcement activities; and
- post-program recommendations.

Customer-Centricity Consultancy

Recommended when the organization requires support for:

- Customer research;
- Voice of the Customer design;
- customer segmentation;
- persona development;
- journey mapping;
- customer-experience assessment;
- touchpoint improvement;

- service-standard design;
- policy and process review;
- employee empowerment guidelines;
- customer-experience scorecards;
- feedback-loop development; and
- customer-centric culture transformation.

CUSTOMIZATION OPTIONS

This **Training on Customer Focus in the Philippines** may be customized using:

- Organizational strategy;
- mission, vision, and values;
- brand promise;
- customer segments;
- buyer and user profiles;
- products and services;
- customer journey;
- customer complaints;
- survey results;
- customer reviews;
- service-recovery cases;
- sales and retention information;
- policies and procedures;
- customer-service standards;
- branch or channel requirements;
- digital platforms;
- operational performance indicators;
- employee engagement findings;
- actual anonymized customer situations; and
- current customer-experience improvement priorities.

Sensitive customer and organizational information should be anonymized and handled according to the client's privacy and confidentiality requirements.

SAMPLE WORKPLACE SITUATIONS

Activities may be customized around situations such as:

- Sales promises a delivery date that operations cannot meet;
- A customer must contact several departments to resolve one concern;
- A policy is technically correct but creates unnecessary customer effort;
- A customer repeatedly submits the same documents;

- A back-office delay causes a frontline complaint;
- A digital process is efficient internally but confusing to customers;
- A billing error is corrected without addressing the underlying process;
- Customer feedback is collected but no department owns the response;
- Employees follow different standards across branches;
- One department meets its target by transferring work to another;
- Customer-facing employees cannot access complete information;
- A long-term customer requests an exception outside employee authority;
- Management must choose among cost, speed, quality, and customer-impact considerations;
- A process improvement helps most customers but disadvantages a specific segment;
- Employees are rewarded for transaction volume rather than customer outcomes;
- Customer satisfaction is high but customer effort remains excessive;
- A complaint reveals a system-wide issue rather than an isolated employee mistake;
- A new technology reduces staffing needs but removes valued human support;
- Different departments disagree about who owns a customer pain point; or
- Leaders must decide which customer-experience issue should receive investment.

PROFESSIONAL AND REALISTIC BOUNDARIES

This program develops customer-centric thinking and workplace application. It does not automatically produce:

- A complete customer-experience strategy;
- statistically valid customer research;
- a full market-segmentation study;
- a complete customer-journey architecture;
- product redesign;
- technology implementation;
- financial feasibility analysis;
- legal or regulatory advice;
- data-privacy compliance assessment;
- organizational restructuring; or
- guaranteed improvement in customer loyalty or revenue.

These outputs may require additional customer data, research, executive decisions, cross-functional workshops, financial analysis, process redesign, technology expertise, and implementation support.

Training can strengthen employee capability, but sustainable customer centricity also requires leadership commitment, appropriate systems, aligned measures, sufficient resources, clear accountability, and continuing improvement.

**MSS SUCCESS SPACES**

Units 2K-2L, 2nd Floor E.C. Valle Commercial Center M.L.
Quezon Avenue Brgy. San Isidro, Angono, Rizal



(02) 7255 5568



0995 846 2495 | 0917 123 1017



info@mssccorporation.com.ph



www.MSSCorporation.com.ph

FREQUENTLY ASKED QUESTIONS

What is Customer Centricity Training in the Philippines?

Customer Centricity Training in the Philippines is an organizational and employee-development program that teaches participants how to understand customers more deeply and use customer insight when making decisions, designing processes, collaborating across departments, and improving products or services.

It goes beyond frontline courtesy by addressing the systems and decisions that shape the complete customer experience.

What is Training on Customer Centricity in the Philippines?

Training on Customer Centricity in the Philippines helps employees and leaders develop customer-focused thinking, journey awareness, shared ownership, and practical methods for converting customer needs into organizational action.

What is Customer Focus Training in the Philippines?

Customer Focus Training in the Philippines develops the ability to consider customer needs, outcomes, effort, expectations, and experience while completing workplace responsibilities.

Customer focus and customer centricity are often used interchangeably, although customer centricity usually implies a broader organizational culture and management system.

What is Centering Customers Training in the Philippines?

Centering Customers Training in the Philippines refers to developing decisions, processes, services, and employee behaviors around meaningful customer understanding rather than internal assumptions or convenience alone.

What is Training on Focusing on Customers in the Philippines?

Training on Focusing on Customers in the Philippines teaches employees how to examine work from the customer's perspective, identify experience gaps, and contribute to customer value within reasonable organizational policies and responsibilities.

What is the difference between customer centricity and customer service?

Customer service concerns direct support and interaction with customers.

Customer centricity is broader. It influences strategy, products, policies, processes, technology, employee responsibilities, and decisions across the organization.

A back-office employee may never speak with customers but can still strongly affect their experience.

Is customer centricity the same as customer experience?

They are related but different.

**MSS SUCCESS SPACES**

Units 2K-2L, 2nd Floor E.C. Valle Commercial Center M.L.
Quezon Avenue Brgy. San Isidro, Angono, Rizal



(02) 7255 5568



0995 846 2495 | 0917 123 1017



info@mssccorporation.com.ph



www.MSSCorporation.com.ph

Customer experience is the customer's perception formed through interactions with the organization.

Customer centricity is the organization's mindset and discipline for understanding customers and intentionally designing decisions and operations around customer value.

Does customer centricity mean the customer is always right?

No.

Customers may have incomplete information, unrealistic expectations, inappropriate requests, or demands that conflict with policy, law, safety, fairness, or organizational viability.

Customer centricity requires understanding the customer's underlying need and responding respectfully and constructively without automatically approving every request.

Is this program only for customer service employees?

No.

It is suitable for any employee whose work influences the customer experience, including operations, finance, HR, IT, logistics, procurement, product development, quality, administration, and leadership.

Can back-office employees benefit from the training?

Yes.

Back-office decisions affect accuracy, turnaround time, billing, delivery, access, compliance, communication, and problem resolution. Participants learn to connect internal tasks with customer outcomes.

Does the program include customer journey mapping?

Yes.

Participants create a practical customer journey map during the standard one-day program. Organizations requiring extensive journey research and multiple detailed journey maps may request the two-day workshop or consultancy.

Does the training include customer-service communication skills?

Communication is discussed where it supports customer-centric behavior, but the primary focus is broader organizational thinking, decisions, processes, and collaboration.

A dedicated Customer Service Excellence Training program is recommended for deeper practice involving empathy, communication, complaint handling, and service recovery.

How should customer needs be identified?

Possible sources include interviews, surveys, complaints, reviews, observations, usage information, behavioral data, frontline feedback, lost-customer analysis, and operational records.

Organizations should combine multiple sources rather than relying only on assumptions or one survey.

What customer-experience measures may be used?

Common measures include Customer Satisfaction Score, Net Promoter Score, Customer Effort Score, retention, repeat purchase, complaint recurrence, resolution, abandonment, quality, and operational performance. The measure should be selected according to the organization's strategy and the customer outcome being improved.

Is one day enough for Customer Centricity Training?

One day is sufficient for establishing a shared framework, analyzing a customer journey, practicing customer-centric decisions, and creating an action plan.

A two-day workshop or longer learning journey is recommended for detailed journey work, customer research, process redesign, leadership alignment, and implementation support.

Can the program use our actual customer feedback?

Yes.

MSS Corporation may integrate authorized and anonymized complaints, survey findings, reviews, customer comments, operational data, and journey situations into the activities.

Can this program be delivered online?

Yes.

Virtual delivery may use digital customer profiles, collaborative journey maps, breakout-room decision simulations, online polls, and electronic action-planning tools.

Can the training be customized for government or nonprofit organizations?

Yes.

Customers may be referred to as citizens, clients, patients, students, members, beneficiaries, constituents, regulated entities, or service users depending on the organization's mandate.

The program can balance customer experience with legal, public-interest, equity, accountability, and resource requirements.

How can the impact of customer-centricity training be measured?

Possible measures include:

- Quality of customer-centricity action plans;
- completion of improvement initiatives;
- reduction in customer pain points;
- improved cross-functional handoffs;
- lower customer effort;
- higher satisfaction;
- stronger resolution rates;

**MSS SUCCESS SPACES**

Units 2K-2L, 2nd Floor E.C. Valle Commercial Center M.L.
Quezon Avenue Brgy. San Isidro, Angono, Rizal



(02) 7255 5568



0995 846 2495 | 0917 123 1017



info@mssccorporation.com.ph



www.MSSCorporation.com.ph

- fewer recurring complaints;
- improved retention or repeat business;
- clearer ownership of customer issues;
- employee understanding of customer impact; and
- manager observations of customer-focused behavior.

RELATED MSS CORPORATION TRAINING PROGRAMS

Organizations considering this program may also explore:

- Customer Service Excellence Training in the Philippines;
- Customer Experience Management Training;
- Customer Journey Mapping Training;
- Handling Difficult and Irrate Customers;
- Complaint Handling and Service Recovery;
- Customer Service Communication Skills;
- Customer De-Escalation Training;
- Voice of the Customer Training;
- Customer Satisfaction Measurement;
- Omnichannel Customer Service Training;
- Customer Service Standards Development;
- Customer Service Leadership Training;
- Service Design Training;
- Design Thinking Training;
- Employee Experience Training;
- Cross-Functional Collaboration Training;
- Process Improvement Training;
- Problem-Solving and Decision-Making; and
- Change Management Training.

WHY CHOOSE MSS CORPORATION FOR CUSTOMER CENTRICITY TRAINING IN THE PHILIPPINES?

Organization-Wide Rather Than Frontline-Only

The program develops customer focus across customer-facing and support functions.

Clear Distinction from Customer Service Training

Participants understand that excellent interactions are important but cannot compensate indefinitely for broken processes, policies, systems, and handoffs.

Practical MSS C.E.N.T.E.R. Framework

The framework guides participants from clarifying the customer to reviewing results and continuously improving.

**MSS SUCCESS SPACES**

Units 2K-2L, 2nd Floor E.C. Valle Commercial Center M.L.
Quezon Avenue Brgy. San Isidro, Angono, Rizal



(02) 7255 5568



0995 846 2495 | 0917 123 1017



info@mssccorporation.com.ph



www.MSSCorporation.com.ph

Customer Insight Connected to Action

Participants do not stop after discussing customer needs. They convert insights into decisions, standards, ownership, and improvement initiatives.

Balanced Customer and Business Perspective

The program teaches customer value without ignoring viability, fairness, risk, compliance, employee wellbeing, and organizational sustainability.

Cross-Functional Application

Activities show how different departments jointly shape the customer journey.

Tangible Participant Outputs

Every module produces a practical output that participants can refine and apply after the program.

EnterTRAINment Methodology

The program combines meaningful concepts with realistic cases, journey mapping, decision simulations, collaboration, feedback, and action planning.

Customized to the Organization

The program may incorporate the client's customers, journeys, products, channels, policies, data, and customer-experience priorities.

Training and Consultancy Capability

MSS Corporation may support clients through customer-centricity training, customer-experience assessment, journey mapping, service-standard design, process improvement, leadership alignment, and implementation support.

CALL TO ACTION**Put Customers at the Center of Decisions—not Just at the End of a Process**

Help your employees and leaders understand customers more deeply, remove unnecessary effort, strengthen cross-functional ownership, make better customer-informed decisions, and create value that customers recognize and the organization can sustain.

Partner with MSS Corporation for a customized:

- **Customer Centricity Training in the Philippines**
- **Training on Customer Centricity in the Philippines**
- **Customer Focus Training in the Philippines**
- **Training on Customer Focus in the Philippines**
- **Centering Customers Training in the Philippines**
- **Training on Centering Customers in the Philippines**
- **Focusing on Customers Training in the Philippines**

**MSS SUCCESS SPACES**

Units 2K-2L, 2nd Floor E.C. Valle Commercial Center M.L.
Quezon Avenue Brgy. San Isidro, Angono, Rizal



(02) 7255 5568



0995 846 2495 | 0917 123 1017



info@mssccorporation.com.ph



www.MSSCorporation.com.ph

- **Training on Focusing on Customers in the Philippines**

designed around your customers, employees, operating environment, customer journey, and organizational priorities.

With MSS, We Make Strong Success.