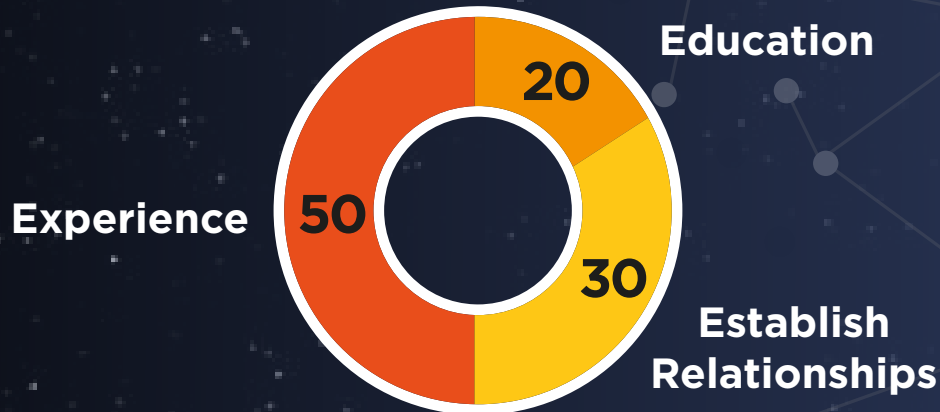


**APLICACION
FOCUS
ON CUSTOMER**



So far we have learned that the customer's perspective is our driving force that drives the activities and decisions of our business.

Likewise, we are responsible for meeting the needs of our customers, establishing productive relationships with them to ensure that we have responded empathically to their need and offered a solution that adds value.

Together with our sponsors we review that paying attention to our clients, as well as asking the right questions to understand their need, allow us to establish good relationships with them and act in a timely manner aiming to exceed their expectations.

Now is the time to put into practice all the knowledge learned and take as an example the experiences of our sponsors to get a WOOW!

The purpose of the application exercises is to support you to integrate the knowledge to your responsibilities and work tasks, as well as to improve your performance and skills.

This is important to demonstrate the extent of learning and how knowledge translates into behaviors and ways of doing your work.

REFLECT

- What were the most relevant learning during the Focus on Customer module?

- From your experience, what are the benefits of providing a kick-ass service to all your customers?

- How can you integrate the experience shared by the sponsors to your day-to-day? Mention 3 options:

APPLY

Worksheet

Choose a work process that impacts the satisfaction of your customers and that you detect has red spots and that is susceptible to improvement.

Divide it into sequential activities or steps and dig deeper to discover points of improvement or failure points (unnecessary steps, wasted times, quality, etc.).

Ask yourself “why does it happen?” to investigate the cause/effect relationship.

ACTIVITIES

VALUE

PROBLEM

SOLUTIONS

Create a sequential list of each step or activity in the process

Does this add value for the customer? For the company?

Are there any point(s) of failure? Why? Are there opportunities for improvement?

Create a brainstorming to find solutions or improvements

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GET READY

Identify the 3 actions you will take next time you have this challenge or problem.

WE SUGGEST YOU TO:

- **Analyze each of your activities or processes. Focus mainly on what is your main function or the one where you spend most of your day.**
- **Check this information with your boss. It will be important to consider the feedback he/she can give you.**
- **Ask your customer to feedback your activities, your comments will be of great help for the solutions you can give for each failure.**
- **If you have people in your charge, analyze their processes with them. It is important that you clarify the limits and scope of each of their activities, this will allow them to be free to develop solutions that achieve customer satisfaction.**