

Customer Intelligence™

Creating employee and customer passion!

The Concept

We're all intelligent in different ways. To be great with *customers* requires a special mix of skills. Such as the ability to truly appreciate a customer's experience. To establish deep rapport and successful relationships. And having the right commitment, energy and drive. We call this **Customer Intelligence™** or **CQ™**. In simple terms it's the ability to make your customers feel GREAT!

We're not just talking about smiling on the phone! This all applies at higher levels too. Because true **Customer Intelligence™** is also about *leadership* – and building the organisation around your customers' needs. It's about understanding what your customers want and why they deal with you. And how to get the best out of each every team member – for the benefit of your customers!

The Deliverables

We offer a comprehensive set of materials, programmes and certification options to help build a **Customer Intelligent™** workforce and a **Customer Intelligent™** organisation. We can help deliver efficient, blended programmes through a mix of online materials and in-company workshops. The **Customer Intelligence™** certifications offer flexible and efficient accreditation of skills. And the **Customer Intelligence Academy™** allows programmes to be brought in-house and delivered by your own **CQ™** accredited trainers and coaches.

- CQ™ Audit
- CQ™ Professional, CQ™ Leader and CQ™ Director programmes
- CQ™ Certification
- CQ™ Accredited Trainer
- CQ™ Academy
- CQ™ Customer Intelligent Organisation accreditation

The **Customer Intelligence™** programme may also include externally accredited certifications including BTEC, NVQ, ILM, EDI, e-skills, CCA and ICS endorsed programmes.

The Outcome

The outcome is a **Customer Intelligent™** organisation. Where everyone is fulfilling their potential. And everyone is passionate about delivering GREAT service! And where your customers have a GREAT experience every time they deal with you. They'll be passionate too! And that's GREAT for *you*, your *people* – and your *business*!

