

# Understanding Customers

**Course length:** 4.5 hours\*

**Course Code:** 100594BT006

**This course explores how business success stems from providing what your customers want, when they want it and at a price they are willing to pay.**

## Benefits for the Learner

This course will help you to better understand one of the key rules of business – an organisation must satisfy its customers if it is to thrive.

You'll develop a more customer-focused attitude within yourself that you can then pass on to your team. You'll learn how to identify potential customers, how to understand their needs and expectations and how to build valuable long-term relationships with them.

## Benefits for the Business

Unless your business enjoys a monopoly, your customers can choose whether they buy a product or service from you – or from one of your competitors.

This course encourages your staff to develop a much deeper understanding of your customers. By improving customer focus throughout your workforce, you will be in a far better position to satisfy the needs of both your current and potential customers.

## What You Get From This Course

Having completed this course, you will be able to:

- Identify who your customers are
- Identify your customer's needs and expectations
- Develop a customer-focused attitude within your team
- Build long-term relationships with your customers

## What Does the Course Cover?

- Getting to know your customers
- Putting customers first
- Building effective customer relationships

## How Long Does the Course Take?

You can work through this course at your own pace. It should take you around 4 hours 30 minutes to complete.

\*Courses are accessible for six months from the date of purchase.