

WHOLE-OF-ORGANISATION WORKSHOP · TAILORED TO YOU

Customer Focused Culture Workshop

A practical, high-energy workshop that helps your whole organisation reset how it thinks about customers and service, not just the contact centre.

\$288

per person from, ex GST

PRIVATE DELIVERY
ONLY**FORMAT****3-hour core, or a half or full day****GROUPS****10–15 people, minimum 6****DELIVERY****Online, onsite or hybrid**

Every workshop starts with a planning session with your stakeholders, so it's built around your goals, pain points and customers.

What changes after the workshop

Align everyone to one standard

A common language for service across leaders, frontline and support teams.

Reduce frustration

Tackle the behaviours behind complaints, repeat contacts and escalations.

Connect every role

Show how each team's decisions and processes shape the customer experience.

Break down silos

Replace "that's not my job" with ownership across departments.

Communicate better

Language tools for phone, email, chat and face to face.

Turn values into behaviour

Link your customer promises to concrete, everyday skills.

Who it's for

- ✓ **Customer-facing teams:** service, sales, reception and support staff.
- ✓ **Marketing and technology:** campaigns, systems and digital experiences.
- ✓ **Operations and administration:** the processes behind every customer outcome.
- ✓ **HR, people and culture:** embedding customer focus in how you hire and lead.
- ✓ **Finance and billing:** invoices, refunds and payment conversations.
- ✓ **Leaders and executives:** modelling the culture you want to build.

Modules we can include Chosen with you in the planning session

We'll recommend the right mix for your goals in the planning session.

CORE**A customer-focused mindset**

Customer experience as a whole-of-business responsibility.

- ✓ Key service principles
- ✓ The psychology of customer service
- ✓ How internal processes shape outcomes

STANDARDS**Standards, language and behaviours**

Clear, consistent standards and language everyone can use.

- ✓ The Service Experience Method
- ✓ Engaging on the phone and in writing
- ✓ Closing any interaction well

SKILLS**Tougher conversations**

Confidence when conversations get difficult.

- ✓ Dealing with more difficult customers
- ✓ Better conversations through questioning
- ✓ Presentation skills

ACTION**Real scenarios and practical action**

Your own examples, moments that matter and quick wins.

- ✓ Working through real scenarios
- ✓ Moments that matter in your journeys
- ✓ Priorities and ownership

INCLUDED IN EVERY WORKSHOP**Built around your organisation**

Every workshop is planned with your stakeholders and supported afterwards, so the culture shift keeps going.

Planning session

A 30–60 minute call to confirm goals, audience and examples.

Digital handouts

Reference materials for every participant, plus an optional co-branded handbook.

Guidance for leaders

How to keep the culture shift alive after the session.

Your facilitators

Workshops are delivered by senior CX Skills facilitators, matched to your organisation, audience and goals. Facilitators have led service teams and contact centres.

**Simon Blair**

Customer service trainer
to thousands of
employees

**Justin Tippet**

Founder of CX Skills and
CEO of ACXPA

**Nathan Burke**

Leadership and
performance coach

What participants say

★★★★★

"Having a mixed audience from across our practices for these sessions was a great format, and Simon's approach was very well received."

Greg Riches

Principal Service Delivery Manager,
AC3

★★★★★

"This training explains exactly why good customer experiences are good and how to make them good for your customers."

Stephen McKay

Solutions Architect, AC3

★★★★★

"...I have great appreciation for how Simon broke down the interactions with customers and the psychology of how customers interpret and react to the messages we deliver."

Albert Ransford

Customer Service Team Lead, AC3

Why organisations choose this workshop

**Whole-of-business
relevance**

Designed for leaders, support
teams and frontline staff alike.

Built on proven standards

Uses the competencies behind
the ACXPA Global Contact
Centre CX Standards.

Tailored, not generic

Your examples, language and
scenarios, agreed in planning.

Small, interactive groups

Usually 10–15 people, so
everyone contributes.

Scales to any size

One organisation trained 350+
staff through small cohorts.

Real operational experience

Facilitators who've led service
teams and contact centres.

Pricing and options

- ✓ From \$288 per person (ex GST) for a 3-hour workshop with a small group
- ✓ Volume discounts for multiple sessions, with a clear, itemised quote
- ✓ Minimum 6 people per session; we recommend 10–15
- ✓ A 30–60 minute planning session is included
- ✓ Onsite interstate or regional workshops incur itemised travel costs
- ✓ Certificates are available on request

Common questions

What are the minimum and maximum numbers?

A minimum of six people per session, and we recommend 10–15 so the workshop stays interactive.

Can the workshop run longer than 3 hours?

Yes. The standard format is a 3-hour workshop, and we can expand it to a half or full day for more practice or specific topics such as complaints or service recovery.

Can it be tailored to our organisation?

Yes. We use your scenarios, customer interactions and internal language, agreed in a 30–60 minute planning session.

How many people can you train?

As many as you need. One organisation recently trained 350+ employees through multiple small-cohort sessions.

Is it suitable for remote or multi-site teams?

Yes. We deliver onsite, live online or hybrid, with breakouts and real examples to keep online sessions energetic.

Next steps

Talk to us about a workshop for your organisation: we'll start with a short planning call and send a clear, itemised quote.

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Scan to enquire