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TRAINING

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Customer Experience for Managers

Duration: 2 days

Prerequisites

The course is for directors, managers and supervisors who want to know more about developing and implementing a customer experience improvement programme in their organisation

This two day Customer Experience for Managers training course addresses why the customer experience is crucial and assists delegates wishing to build the business case, and develop and execute a customer experience strategy. The course also provides an outline of simple customer experience tools and techniques.

Businesses are increasingly recognising the complete experience enjoyed or endured by their customers is critical to customer retention, profitability and growth.

Objectives

By the end of this Customer Experience for Managers training course, you will learn how to:

- Build the business case for customer experience investment
- Assess your organisation's customer experience
- Develop a customer experience strategy
- Design a customer experience programme to deliver the strategy
- Develop your organisation's customer experience culture

Course Content

Introduction

- What is customer experience about and why it is important
- How customer experience differs from customer service
- How customer experience drives growth, profitability, and Loyalty
- Customer experience in B2B and B2C

Assessing Customer Experiences

- Live customer experiences
- Live experience review
- The importance of emotions

The Business Case For Customer Experience

- Constructing your business case
- Outline case studies
- Selling your business case
- Using and presenting customer research

continued...

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Related Courses

Customer Service Excellence: 1 day

Key Account Management: 2 days

Sales Management: 2 days

Telephone Sales: 1 day

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Customer Experience for Managers (continued)

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The course is for directors, managers and supervisors who want to know more about developing and implementing a customer experience improvement programme in their organisation

A Practical Approach To Strategy Development & KPIs

- Researching for your strategy
- Constructing your strategy
- Examples of strategies
- How to use & communicate your strategy
- Developing KPIs to support your strategy

Customer Experience Tools and Techniques

- Customer experience research
- Walking the customer experience
- Assessing the customer experience
- Identifying and assessing opportunities for improvement
- Designing customer experience
- Designing emotional experiences
- Implementing & embedding change

Building A Customer Experience Culture

- Framework for a customer experience culture
- Alignment
- Building continuous improvement

By the end of the course directors and managers will be able to put together a compelling business case for a Customer Experience programme and understand at least in principal how to deliver it.

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