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What is Customer Experience for Managers Training?

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

This one 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 training course also provides an outline of simple customer experience tools and techniques.

Organisations invest heavily to develop and deliver quality product and services but too often ignore the overall experience provided to the customer. How the customer feels about their experience is critical to customer's purchasing and loyalty decisions. Delivering a valued experience therefore can drive customer growth, profitability and loyalty, hence the need for sales and customer service training courses.

The training course provides an understanding of how customer experience differs from customer service. It provides a practical understanding of the value and case for the development and delivery of a customer experience strategy. The course also provides a practical understanding of how to design and deliver a strategy and how it can drive customer growth, profitability, and loyalty.

By the end of the training 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.

Course 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.

Introduction

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- 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

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

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