

Customer Experience for Managers Training

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 training course also provides an outline of simple Customer Experience tools and techniques.

Objective

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.

Details

Duration: 1 Day

Who is this course for

This Customer Experience for Managers training course is for directors, managers and supervisors who want to know more about developing and implementing a customer experience improvement programme in their organisation.

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

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