

Customer Service Training: Customer Experience Strategies and Management

(CUSTEXPM, 2 jours)

Description

The Customer Experience Strategies and Management (CUSTEXP) course is designed for those responsible for any part of the customer experience journey within their organization: executives and managers of client service delivery, call centres and client support, customer experience departments (CX), customer relations (CRM), marketing, outreach, inter-agency coordination, and so on. Whether you work in the private, public or not-for-profit sector, your success begins and ends with the satisfaction of your clients. Know better, do better! Using a combination of theory, practical exercises and examples, discussions and real-world case studies, this course will give you the knowledge and skills needed to strategize, plan, implement, monitor and continuously adapt your customer experience strategy – to the benefit of your clients and your organization.

Tarifs

- Tarification: \$1,500/person
- Rabais de 10% lorsque vous inscrivez 3 personnes.

Plan de cours

What is Customer Experience?

Customers in the Driver's Seat – UX, CX, UI, AI oh my!

Customer Experience vs. Customer Service

What Customers Want and What Shapes Their Expectations

Customer Experience is Everyone's Job

The Evolution of Customer Experience Management (CEM)

Taking Stock – Where Are You Now?

What Is Your Business? What Do You Do?

What Does Customer Experience Mean In Your Organization?

What Are Your Customer Experience Goals?

It's an Agile World – Are you Ready?

Creating a Customer Experience Strategy

Elements of a Customer Experience Strategy

Getting to Know Them: Analyzing and Prioritizing Stakeholders and Clients

Getting to Know Them: Using Personas and Empathy Maps

Getting to Know Them: Creating a 5As Customer Journey Framework

Identifying and Analyzing Pinch Points, Barriers and other CX Issues

Understanding Human-Computer Interaction (how people and automated systems communicate)

Using User-Centred Design Principles to Identify Solutions

Prioritizing Solutions from a Client Perspective

Implementing Customer Experience Management

Elements of a CEM – From Strategy to Reality

Developing CEM Success Metrics

Using the Power of Technology to Collect Client Experience Data

Introduction to Statistical Analysis for Performance Improvement

Using Data and Ongoing Performance Measurement to Drive Change

Improving your Business Processes for Consistent Customer Experience

Creating a Client-Centric Culture

Attributes of a Customer-Centric Organization

Aligning Business Goals and Client Strategies

Aligning Organizational Reporting With Outcome-Based Success Criteria

Being Agile: Embracing a Continuous Improvement Model

Learning From the Best: Success Stories

Wrap Up

Recap and Next Steps

Further Resources