



## Customer Experience Perfection for Modern Managers

Making Customer Experience your Competitive Advantage

### ► Upcoming Sessions

21-25 Oct 2024	Dubai - UAE	\$5,950
07-11 Jul 2025	London - UK	\$5,950
20-24 Oct 2025	Dubai - UAE	\$5,950

### ► Training Details

#### Training Course Overview

Today's customers are exceptionally informed, connected, and empowered. In this customer-centric landscape, managers must prioritize the customer experience (CX) to enhance customer value effectively. This training course is tailored for modern managers seeking practical insights on understanding why, what, and how to implement exceptional customer experiences with actionable solutions.

Throughout the Anderson training course, managers will discover practical methods to elevate customer experiences and leverage customer intelligence for competitive edge. They will gain valuable insights through practical ideas and real-world examples.

#### Training Course Objectives

**By attending this Anderson training course, delegates will be able to:**

- Understand the customer experience framework
- Develop strategic approach for implementing CX
- Gain the knowledge of customer journeys
- Learn how to employ and motivate a CX team
- Learn how to create a customer focused culture

#### Designed for

**This Anderson training course is suitable for a wide range of professionals but will greatly benefit:**

- Customer Experience Managers / Directors / Officers
- Head of Customer Service Department
- Customer Relationship Managers
- Customer Service Department Managers / Supervisors
- Customer Satisfaction Managers / Directors / Supervisors
- Account Managers / Team Leaders / Team Managers
- Other managers required to understand customer experience

### ► Training Details

## **Day One: Essentials of Customer Experience Management (CXM)**

- ▶ The five steps of CXM framework
- ▶ The roles and responsibilities of a customer-focused manager
- ▶ Adapting new technologies to maximize impact on CX
- ▶ Essentials of profitable customer experience
- ▶ Facets of customer experience
- ▶ The seven core elements of great CX

## **Day Two: Developing Customer Experience Strategy for Business**

- ▶ Ten principals behind great customer experience
- ▶ Creating your value proposition
- ▶ Conducting customer research for benchmarking
- ▶ Evolving and transforming CX
- ▶ Practical steps for implementing CX innovation
- ▶ Case study: The Lego Group

## **Day Three: Designing and Measuring Customer Experience**

- ▶ Understanding clients' needs and expectations
- ▶ Designing customer experiences: custom loyalty matrix
- ▶ Mapping the customer journey
- ▶ Understanding emotions in customer experience
- ▶ Key customer metrics and effective measuring
- ▶ Case study: The Apple customer experience

## **Day Four: Hiring Top Customer Service Personnel**

- ▶ Using BEST approach for hiring CX team
- ▶ Building CX Knowledge in the workforce
- ▶ Managing your CX Team
- ▶ Recognizing and rewarding performance
- ▶ Equipping and supporting teams for success
- ▶ Case Study: Cemex

## **Day Five: Creating Customer-Focused Organisation**

- ▶ The role and responsibility of customer-focused organization
- ▶ Organizational requirements for SXM
- ▶ Creating customer-focused corporate culture
- ▶ Customer experience vs. employee Experience
- ▶ Best Practices - Xerox' Five Pillars of customer-focused strategy
- ▶ Action plan

## **▶ The Certificate**

Anderson Certificate of Completion will be provided to delegates who attend and complete the course

## **▶ INFO & IN-HOUSE SOLUTION**

For more information about this course, call or email us at:

Call us: +971 4 365 8363

Email: [info@anderson.ae](mailto:info@anderson.ae)

Request for a Tailor-made training and educational experience for your organization now:

Email: [inhouse@anderson.ae](mailto:inhouse@anderson.ae)

**Anderson**  
Executive Development Centre

P.O Box 74589, Dubai, United Arab Emirates

**Web:** [www.anderson.ae](http://www.anderson.ae)

**Email:** [info@anderson.ae](mailto:info@anderson.ae)

**Phone:** +971 4 365 8363

**Fax:** +971 4 360 4759

**©2024. Material published by Anderson  
shown here is copyrighted.**

All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.