



Customer Experience Perfection for Modern Managers

Making Customer Experience your Competitive Advantage

► Training Details

Online Training Course Overview

Customers are more informed, connected, and empowered than ever before. In a world where customers are in control, managers must understand the importance of focusing on the customer experience (CX) and want to enhance customer value through managing the customer experience. This is a practical online training course for modern managers who want to know why, what and how to implement amazing customer experience whilst looking for practical and valuable solutions.

During this Anderson online training course, managers will find pragmatic ways to improve their customers' experience and utilize customer intelligence to competitive advantage. They will also benefit from practical ideas and real-life examples.

Online Training Course Objectives

By attending this Anderson online 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 online 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

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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

▶ Preview

10:30 - 11:00	:	Welcome, Setup, Registration
11:00 - 12:30	:	First Session
12:30 - 12:45	:	Break (15 minutes)
12:45 - 14:15	:	Second Session
14:15 - 14:30	:	Break (15 minutes)
14:30 - 16:00	:	Third Session

▶ The Certificate

An Anderson e-Certificate will be provided to delegates who attend and complete the online training 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

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

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