

Customer Experience for Managers training - 2 days

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

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

Customer Experience for Managers Training 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.

Customer Experience for Managers Course Benefits:

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.

The 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.

Customer Experience for Managers Training Course Content

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

SALES BRIEFING

Background:

'Customer Experience' is pretty hot in many companies at the moment and particularly in financial services. Many companies now have Customer Experience Directors, Managers etc rather than Customer Service or Customer Care Directors etc.

Organisations have recognised that customers' loyalty is not just dependent on products and or services but the whole experience including physical, emotional and sensory elements. Organisations have also recognised that the experience needs to live up to the organisation's brand values; simply the brand is the 'customer promise' and the customer experience is 'the delivery of that promise'.

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

Many Customer Experience Directors are now looking to improve the customer experience to secure customer advocacy and beginning to run programmes. Most need practical help or are looking for direction. The course provides that help.

The course will introduce how to approach improving the customer experience and some simple techniques to allow the development of a strategy, appropriate KPIs, and the assessment and redesign of the customer experience to deliver the strategy.

By the end of the 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. Many attendees would find it useful to run courses dedicated to their organisations, firstly at a senior level and at a later stage an operational level.

Typical issues organisations have that may benefit from the Customer Experience for Managers course:

- We need help developing the business case for our programme.
- We need help to develop a strategy.
- We have started a programme but it is failing and we need help.
- We struggle with delivering a consistent experience.
- Our senior management do not recognise the importance of customer experience and see it as 'soft'.
- Our customer culture needs lasting improvement.
- We need help with tools and techniques.
- We need to embed lasting customer experience improvement

Customer Experience for Managers who should attend?

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