

Customer Experience Management



This highly interactive one day workshop aims to put you firmly inside the head of your customers. Helping you to see the world from their point of view, doing some serious 'outside in' thinking so that you can begin to improve and enhance your customers' experience to maximise the value you contribute to them and improve their ROI to you.

The customer's experience is only as good as those leading it. When leadership fails, the team usually follows. This program is designed to give all those people responsible for the customer experience the tools they need to effectively manage the customer's experience.

Through highly practical sessions which develop and hone critical skills using best practice examples, proven models and templates this workshop will enable you to:

- See the world from your customers' point of view so you can gain new insights into their needs, wants and behaviours and their experience
- Identify ways to establish links between excellence in customer service and business practices and policies
- Develop the skills and practices that are essential elements of a customer-service-focused manager
- Recognise what employees are looking for to be truly engaged in the delivery of excellent customer service
- Recognise who their customers are and what they are looking for
- Develop strategies for creating engaged employees and satisfied customers
- Equality and diversity and its impact on the customer experience
- Identify organisational behaviours that can help or hinder customer experience
- Understand the impact of poor customer service on the organisations costs and ability to achieve results

Who Will Benefit?

Anyone with a decision making role in relation to customers, and the customer experience.

Session Plan:

- Objectives and expectations
- Trainer led session - The key strategic ingredients in Customer Experience Management and the latest thinking
- Group Exercise -Identifying CEM best practice
- Trainer led session - Leading those who deliver the customer experience
- Role plays – Handling other's attitudes and behaviours that are hindering the delivery of excellent customer experiences
- Group exercise - What are the behaviours and actions of those who lead others to deliver excellent customer care?
- Trainer led discussion - Developing the organisational approach to customer experience
- Group exercise - Evaluation as a means to constant development
- Trainer led discussion - Equality and diversity and the customer experience

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- Trainer led discussion - What to do if the problem is bigger than they thought
- Role plays - Dealing effectively with angry or annoyed customers
- Group exercise – Action planning

Duration

1 Day

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