Customer Experience Management

Day 1

Fundamentals of Customer Experience Management

- Introduction to CEM and its importance in today's business landscape
- The power of customer-centricity and its impact on business success
- Understanding customer needs, wants, and expectations
- Identifying customer touchpoints and mapping customer journeys

Day 2

Research and Strategy for Customer Experience

- Customer research methods: surveys, interviews, focus groups, social media analysis
- Analysing customer data to identify trends and insights
- Building a customer-centric strategy aligned with business goals
- Setting CX metrics and KPIs for measuring success

Day 3

Designing and Implementing Exceptional Customer Journeys

- Customer journey mapping: identifying touchpoints, emotions, and pain points
- Designing customer journeys for positive experience at every touchpoint
- Implementing CX initiatives across different departments and channels
- Leveraging technology and automation to personalise and optimise journeys

Day 4

Communication and Customer Engagement Strategies

- Building effective communication strategies for a multi-channel world
- Engaging customers through proactive communication and personalisation
- Handling customer complaints and turning them into opportunities
- Building customer loyalty and advocacy through exceptional service

Day 5

Measuring and Improving Customer Experience

- Key CX metrics and KPIs: Net Promoter Score (NPS), Customer Satisfaction Score (CSAT), Customer Effort Score (CES)
- Analysing CX data and identifying areas for improvement
- Implementing change management strategies for continuous CX improvement

- Building a culture of customer-centricity within your organisation