

Customer Centricity: CX Journey & Loyalty

Enhancing Customer-Centricity, Customer Experience,
Loyalty, and Communication Skills for Employees

11

MODULES

38

TOPICS

COURSE OVERVIEW

This training program aims to equip employees with the necessary skills and mindset to provide exceptional customer experiences, enhance customer loyalty, and contribute positively to the organization's customer-centric culture.

WHO THIS COURSE IS FOR

Target Audience:

Employees directly related to customer experience building

LEARNING OBJECTIVES

- Explain the concept and business impact of customer-centricity
- Identify touchpoints and moments of truth across the customer journey
- Apply empathy and active listening to customer interactions
- Practise clear verbal and non-verbal communication techniques
- Develop strategies for building customer loyalty and relationships
- Apply problem-solving and decision-making approaches to resolve issues
- Manage challenging customer situations using de-escalation techniques
- Interpret customer satisfaction metrics such as CSAT, NPS and CES

TRAINING APPROACH

Interactive Videos, Games, Discussions, Mind Maps, Assessments.

11 Modules, 38 Topics

01

Introduction to Customer-Centricity and Its Importance

TOPICS

- Understanding the concept of customer-centricity
- Exploring the impact of customer-centric approach on business success
- Role of blue-collar employees in delivering exceptional customer experiences

02

Foundations of Customer Experience (CX)

TOPICS

- Defining customer experience and its key components
- **Exploring the customer journey:** pre-purchase, purchase, and post-purchase phases
- Identifying touchpoints and moments of truth in the customer journey

03

Elements of Outstanding Customer Experience

TOPICS

- Effective communication as a cornerstone of exceptional CX
- Developing empathy and active listening skills
- Anticipating customer needs and exceeding expectations
- Case studies showcasing companies known for outstanding customer experiences

04

Enhancing Communication Skills

TOPICS

- Importance of clear and respectful communication
- Verbal and non-verbal communication cues
- Overcoming language and cultural barriers in customer interactions
- Role-play exercises and group discussions for practicing effective communication

05

Building Customer Relationships and Loyalty

TOPICS

- Understanding customer loyalty and its benefits
- Strategies for fostering long-term customer relationships
- Creating personalized experiences and addressing individual preferences
- Handling customer complaints and turning them into opportunities

06

Effective Problem Solving and Decision Making

TOPICS

- Approaches to quickly resolve customer issues
- Empowerment and decision-making authority for front-line employees
- Balancing customer satisfaction and company policies
- Role-based scenarios for practicing problem-solving skills

07

Handling Challenging Situations and Difficult Customers

TOPICS

- Techniques for managing challenging customer interactions
- De-escalation strategies to diffuse tense situations
- Maintaining professionalism and composure under pressure
- Real-world examples of successful conflict resolution

08

Measuring and Improving Customer Satisfaction

TOPICS

- Introduction to customer satisfaction metrics (CSAT, NPS, CES)
- Gathering customer feedback and interpreting results
- **Continuous improvement:** Using feedback to enhance processes and services

09

Aligning with Company Values and Mission

TOPICS

- Understanding the organization's values and mission
- Incorporating company values into customer interactions
- Creating a sense of ownership and pride among employees

10

Putting It All Together - Simulations and Role Plays

TOPICS

- Applying customer-centric principles in realistic scenarios
- Practicing effective communication, problem-solving, and empathy
- Feedback and coaching for improvement

11

Wrap-up and Action Planning

TOPICS

- Reflecting on key takeaways from the training
- Creating individual action plans for implementing new skills
- Commitment to continuous learning and growth in customer-centricity

NOTES

Training Support:

- One-on-one coaching or mentoring for employees seeking additional guidance

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training

Live Online Classes (ILO)

Fly-Me-A-Trainer (FMAT)

Flexi (Self-Paced)

1-on-1 Training

Ready to Get Started?

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