

CX Management: Journey Mapping, NPS & CSAT

5 Days

DURATION

5

MODULES

20

TOPICS

LEARNING OBJECTIVES

- Explain the importance of customer experience and customer-centricity
- Identify customer touchpoints and map customer journeys
- Apply customer research methods such as surveys and interviews
- Analyse customer data to identify trends and insights
- Design customer journeys and implement CX initiatives across channels
- Develop communication strategies for proactive customer engagement
- Assess CX performance using NPS, CSAT and CES
- Plan change management strategies for continuous CX improvement

5 Modules, 20 Topics

DAY 1

01

Fundamentals of Customer Experience Management

TOPICS

- 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

02

Research and Strategy for Customer Experience

TOPICS

- **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

03

Designing and Implementing Exceptional Customer Journeys

TOPICS

- **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

04

Communication and Customer Engagement Strategies

TOPICS

- 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

05

Measuring and Improving Customer Experience

TOPICS

- **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

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.

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