

Customer Experience Excellence

Madrid (Spain)

31 March - 4 April 2025

UK Training

PARTNER



Customer Experience Excellence

Code: CC28 From: 31 March - 4 April 2025 City: Madrid (Spain) Fees: 4400 Pound

Introduction

In today's highly competitive business landscape, delivering excellent customer experience is crucial for success. Customer experience CX encompasses every interaction a customer has with a company, and it has a profound impact on customer loyalty and overall business outcomes. This 5-day course, "Customer Experience Excellence," is designed to equip participants with the knowledge and skills to understand, design, and deliver outstanding customer experiences. Participants will explore the principles of customer-centricity, learn strategies to enhance CX, and discover how to measure and continuously improve customer satisfaction.

Course Objectives

- Introduce participants to the significance of customer experience in today's business environment.
- Provide a comprehensive understanding of the key components of customer experience.
- Equip participants with the tools and strategies to design and deliver excellent customer service.
- Teach participants how to measure and assess customer satisfaction and loyalty.
- Foster a customer-centric mindset and culture within organizations.
- Prepare participants to implement practical CX improvements and achieve customer excellence.

Course Outlines

Day 1: Introduction to Customer Experience CX

- Understanding the basics of customer experience.
- The impact of excellent customer experience on business success.
- Defining customer-centricity and its role in customer excellence.

Day 2: Key Components of CX

- Customer journey mapping: From awareness to advocacy.
- Identifying touchpoints and moments of truth.
- Designing seamless customer experiences for improved satisfaction.

Day 3: Strategies for Enhancing CX

- Creating a customer-centric culture.
- The role of employee engagement in excellent customer service.
- Leveraging technology for CX innovation and customer excellence.

Day 4: Measuring CX and Customer Satisfaction

The logo for UK Training Partner features the text 'UK Training' in a small, black sans-serif font above the word 'PARTNER' in a large, bold, black sans-serif font. The text is positioned on a white and grey checkered chessboard background. In the foreground, several chess pieces are visible: a silver pawn, a silver knight, and a gold king, all set against a background of concentric white circles.

- Gathering customer feedback and understanding the Voice of the Customer VoC.
- Using Net Promoter Score NPS and other CX metrics to measure performance.
- Analyzing and utilizing CX data to increase customer satisfaction and drive continuous improvement.

Day 5: Continuous Improvement in CX

- Implementing effective CX improvement initiatives.
- Handling customer complaints and ensuring service recovery.
- Developing a CX roadmap for ongoing excellence in customer experience.

This course provides participants with a solid understanding of how to achieve customer experience excellence and implement strategies to continually enhance customer satisfaction. By focusing on building a customer-centric strategy and improving key aspects of customer interaction, participants will be well-prepared to contribute to long-term business success.

A graphic of a chessboard with several chess pieces (a king, a pawn, and a knight) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the right side of the board.

UK Training
PARTNER

Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

Africa



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)

UK Training
PARTNER

Blackbird Training Cities

Asia



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

