

## Customer Experience Excellence

*Lisbon (Portugal)*

*21 - 25 April 2025*

UK Training

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## Customer Experience Excellence

Code: CC28 From: 21 - 25 April 2025 City: Lisbon (Portugal) Fees: 4400 Pound

### Introduction

In today's competitive business landscape, delivering exceptional customer experiences is essential for success. Customer experience CX encompasses every interaction a customer has with a company, and it profoundly impacts customer loyalty and business outcomes. This 5-day course, "Customer Experience Excellence," is designed to provide participants with the knowledge and skills needed to understand, design, and deliver outstanding customer experiences. Participants will explore the principles of customer-centricity, learn strategies for enhancing 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 exceptional customer experiences.
- 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.

### Course Outlines

#### Day 1

##### Introduction to Customer Experience CX

- Understanding the Basics of Customer Experience
- The Impact of CX on Business Success
- Defining Customer-Centricity

#### Day 2

##### Key Components of CX

- Customer Journey Mapping: From Awareness to Advocacy
- Touchpoints and Moments of Truth

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- Designing Seamless Customer Experiences

### Day 3

#### Strategies for Enhancing CX

- Creating a Customer-Centric Culture
- Employee Engagement and its Impact on CX
- Technology and CX Innovation

### Day 4

#### Measuring CX and Customer Satisfaction

- Customer Feedback and Voice of the Customer VoC
- Net Promoter Score NPS and Other CX Metrics
- Analyzing and Using CX Data for Improvement

### Day 5

#### Continuous Improvement in CX

- Implementing CX Improvement Initiatives
- Handling Customer Complaints and Service Recovery
- Developing a CX Roadmap for Ongoing Excellence

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