

Customer Experience Excellence

Casablanca (Morocco)

24 - 28 March 2025

UK Training

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Customer Experience Excellence

Code: CC28 From: 24 - 28 March 2025 City: Casablanca (Morocco) Fees: 3300 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

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- 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 queen, and a pawn) in gold and silver, set against a background of concentric white circles on a light gray grid.

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