BLACKBIRD FOR TRAINING

# Customer Experience Excellence

16 – 20 August 2027
Lyon (France)



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## Introduction

In today's competitive business world, delivering excellent customer experience is not just a strategy—it's a necessity. Customer experience CX encompasses every interaction a customer has with a company, profoundly influencing customer satisfaction, loyalty, and overall business outcomes.

This 1-week course, "Customer Experience Excellence," is designed to equip participants with the tools and strategies needed to understand, design, and deliver exceptional customer experiences. From exploring the fundamentals of what is customer excellence to mastering the latest techniques to increase customer satisfaction, participants will gain actionable insights into creating meaningful and impactful customer interactions.

## Course Objectives

- Introduce the importance of customer satisfaction and the role of CX in driving business success.
- Provide a clear understanding of customer excellence goals and how to achieve them.
- Teach practical methods for designing and delivering excellent customer service experiences.
- Equip participants with tools to measure CX performance through customer survey satisfaction and advanced metrics.
- Foster a customer excellence strategy by embedding a customer-centric mindset within the organization.
- Enable participants to continuously improve CX through innovation and effective feedback mechanisms.

## Course Outlines

### Day 1: Introduction to Customer Experience CX

- What is customer excellence? Understanding the significance of CX in modern business.
- Exploring the link between excellent customer experience and business success.
- Introduction to customer-centricity and its role in achieving customer excellence goals.



### Day 2: Key Components of CX

- Creating a customer journey map: From awareness to advocacy.
- Identifying touchpoints and critical moments of truth.
- Designing seamless experiences to increase customer satisfaction.

### Day 3: Strategies for Enhancing CX

- Building a customer excellence strategy that aligns with business objectives.
- Exploring the importance of customer satisfaction in fostering loyalty.
- Utilizing technology and innovation for customer excellence training.

### Day 4: Measuring CX and Customer Satisfaction

- Understanding the Voice of the Customer VoC and gathering actionable feedback.
- Measuring success through Net Promoter Score NPS and other key CX metrics.
- Identifying ways to measure and analyze customer survey satisfaction effectively.

### Day 5: Continuous Improvement in CX

- Implementing initiatives to maintain customer experience excellence.
- Managing customer complaints and ensuring service recovery.
- Developing a CX roadmap to sustain customer satisfaction goals.

## Why Attend this Course: Wins & Losses!

- Clear Understanding of Customer Excellence: Learn what is customer excellence and how to implement it in your organization.
- Enhanced Skills: Gain tools to design, deliver, and measure excellent customer experience.
- Innovative Techniques: Discover ways to improve customer satisfaction and embed a culture of excellence.
- Strategic Alignment: Develop a customer excellence strategy to align CX initiatives with business goals.
- Practical Insights: Leverage real-world examples and case studies to achieve lasting results.

## Conclusion

Achieving customer experience excellence is a journey that requires continuous learning, strategic planning, and a commitment to exceeding customer expectations. By enrolling in this course, you'll gain the knowledge, tools, and strategies needed to deliver excellent customer service, improve CX, and foster long-term customer loyalty.

**Don't miss this opportunity to transform your approach to customer experience and unlock new levels of success for your business. Enroll today!**

