

Training: Customer Experience – A Key Driver of Organizational Success

What Is Customer Experience?

- Understanding customer experience and its strategic role
- An overview of customer experience management (CXM)

Measuring and Evaluating Customer Experience

- Why and how to measure customer experience effectively
- Key customer experience performance indicators
 - Net Promoter Score (NPS – customer advocacy and recommendation rate)
 - Customer Effort Score (CES – level of effort required to purchase products and services)
 - Customer Satisfaction Score (CSAT)

Improving Customer Experience: Best Practices and Methods

- Understanding and optimizing the customer journey
- The role of internal collaboration in enhancing customer experience
- Listening to customer and employee feedback
- Communicating initiatives implemented to improve customer experience
- Selecting the right distribution and communication channels
- Practical workshop on customer experience improvement

Customer Experience Case Study

Connecting Customer Experience with Employee Experience

- What is employee experience?
- Why align customer experience with employee experience?
- How to effectively connect the two approaches
- Key benefits of aligning customer and employee experience
- Practical workshop on linking customer experience and employee experience