

Customer Experience

Duration: 2 Gün · **Training format:** Virtual Classroom / Online

Description

Customer Experience Training is a program designed to improve the interactions and experiences customers have with a company. It aims to enhance customer satisfaction, loyalty, and overall brand perception by equipping employees with the necessary skills and knowledge to provide exceptional service.

Audience

This training is designed for professionals who want to improve customer service experience and develop techniques to build stronger relationships with customers.

Outline

What is Customer Experience?

- Definition and importance of customer experience
- The difference between customer experience and customer service
- Examples of successful customer experiences

Customer Journey Mapping

- What is the customer journey?
- How to create a journey map?
- Practical work: Creating a customer journey map

Understanding and Managing Customer Expectations

- Analysis of customer expectations
- Ways to exceed expectations

Collection and Analysis of Customer Feedback

- Methods for collecting feedback
- Analysis of feedback and action plans
- Examples of survey design and customer surveys

Creating a Customer Experience Strategy

- Components of a customer experience strategy
- Strategizing process and tips

- Group work: Create your own customer experience strategy

Customer Experience Improvement Techniques

- Methods of continuous improvement
- Proactive and reactive customer service

Customer Experience in Digital Channels

- Digital customer experience trends
- Experience management through social media, websites, and mobile applications

Customer Experience and Brand Loyalty

- The relationship between customer experience and brand loyalty
- Loyalty programs and customer retention strategies

Prerequisites

There are no prerequisites for this course.