



Building Superior Customer Experiences

With today's telecoms markets increasing competition, building life-long loyalty and managing churn is a matter of survival.

Customers would churn easily in search of lower prices, better network coverage or higher voice quality, therefore; it's not just about retention activities to maintain market share; it's about holistic approach of customer centricity that will lead to the required positive customer experience which encompasses every aspect of a company's offering i.e. customer care, advertising, packaging, product and service features, ease of use, and reliability.

It requires a closed-loop process and communication between all departments and employees to deliver a common excellent experience, keeps all those conceptions in balance and thus linked to the organization strategy & bottom line.

Overall, customer experience is the net result of the good ones minus the bad ones, however; most likely the few negative ones will have more impact!

Course Objectives

- Expand Customer Experience awareness
- Create a culture of Customer Experience learning and focus on the customer
- Build key relationships and partnerships across the organization
- Enhance Customer Experience ownership
- Help employees deliver exceptional value to customers

Course Outline

- Customer churn and retention concepts
- Customer's Lifetime Value
- The cost of poor customer handling
- Defining customer experience
- Modeling the customer journey and identifying the key focus areas impacting customer experience
- The 4 Forces of Customer Experience
- Perceptions of the Organization
- Customer Expectations
- Company Values
- Experience Management
- Delivering on the customer's definition and expectation of value
- The logic and emotion effect on customer experience
- Market changes and the impact on customers' future value expectations
- customer centricity perspective to complete ideal customer experience
- Importance of customer engagement
- Aligning processes to enhance customer experience
- Setting operational standards to deliver the right customer experience
- Customers' experiences influence on customer future behavior
- Your role in customer experience
- Identify appropriate times to get feedback during the customer journey





- Select feedback channels that maximize ease and relevance for the respondent
- Customer experience success stories

Who can benefit

Professionals from any discipline

Duration

3 days

Mode

Consultant led classes with interactive lectures, tutorial exercises and industry videos

Prerequisites

A basic understanding of customer service principles

Course Code: CSS-265

