XCELERATE TRAINING INSTITUTE

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CUSTOMER SERVICE

Customer Experience Management

DURATION	LANGUAGE	FORMAT
5 days	English	Classroom / Online

Upcoming dates

Dates	Venue	Format	Fee
8 – 12 Feb 2027	Live online	Online (live)	€1,200
15 – 19 Mar 2027	Bahrain	Classroom	€4,800
16 – 20 Aug 2027	Live online	Online (live)	€1,200

Register or ask a question

Online: x8ti.com/course/customer-experience-management/

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Customer Experience Management

Introduction

Introduction

‘Customer is king’ is a well-acknowledged business saying that gives ultimate prominence to customer satisfaction and customer experience. A business might be producing the best products among its peers, providing the most efficient service yet it will struggle to withstand in the industry if it does not have a customer base. A firm without a customer equates to a firm without business.

In a homogeneous market, where firms produce almost identical products, often the only way for them to differentiate and gain a competitive advantage is in the way they treat their customers. Due to this reason, there has been an onset of customer-centrist businesses.

What is Customer Experience Management? Firms aim their concentrated efforts on enhancing customer’s experience not only before and during the sale but also after the sale is completed. This allows them to position as a customer-driven organization within the mind of their customers.

The positive approach elevates loyalty in customers hence resulting in repeat business. This process of keeping customers at the focal point of business, managing customer dealings and delivering them personalized relevant experience is coined as customer experience management.

How does the company look to the customer? How do customers perceive the products in comparison to its competitors? How can negative feedback be rectified? What are the best customer retention strategies? How positive customer experience can be generated?

How to create customer journey maps? What kind of loyalty programs can be initiated? These are a few of the many challenges the management team faces while trying to mull over best practices that would build up customer satisfaction and ensure retention of customers by offering them remarkable experience and thus creating a positive impression of the brand. Businesses that are active in customer experience management extract the long-term benefits of customer retention through increased revenue and goodwill.

This Xcelerate Training Institute Customer Experience Management Training Course acts as a guiding apparatus for professionals and managers looking to convert their customers into the most valuable asset of the company. This course provides insight into key concepts of customer experience management and related aspects.

Participants shall be able to appreciate the relevance of customer experience and gain an understanding of how personalized experience can mound customers’ loyalty and result in customer retention. The course aims to highlight various tactics, practices and strategies fruitful in cultivating the best customer experience. The course will ultimately lead the participants towards procuring maximum value from customers.

Learning Objectives

On successful completion of Customer Experience Management Certification Training Course, participants shall be able to:

- Understand core concepts of customer experience management and its practicality in the business arena
- Understand the relevance of customer satisfaction and customer loyalty in the growth of business
- Gain a competitive advantage in the market through the differentiated experience of customers
- Increase retention of customers hence resulting in repeat business
- Gain knowledge of best techniques and practices most suited for framing personalized experience for customers
- Connect customers emotionally to the brand
- Boost sales and thereby increasing growth of the business
- Reducing cost related to customer acquisition through increased customer retention
- Develop brand preference within the existing customer base

Training Methodology

This collaborative Customer Experience Management Training Course will comprise the following training methods:

- Interactive Sessions
- Case Studies
- Problem Solving Exercises
- Group Discussions
- Management Games
- Role Playing/Role Modelling
- Presentations

Xcelerate Training Institute Talent Solutions follows the ‘Do-Review-Learn-Apply’ model.

Benefits For Your Organization

Upon successful completion of the Customer Experience Management Course, participants shall benefit their organization in the following ways:

- Provide their organization with managers skilled at customer handling
- Personalizing customer interactions and maintain customer profiles
- Realizing that customers are a great source of value for the organization hence creating value for them can result in deriving maximum value from them for the business
- Use customer data and analytics to manage customer interactions
- Utilizing best strategies to develop most suited customer loyalty programs
- Becoming more cost-efficient as customer retention is more economical than customer acquisition
- Increasing profits through enhanced sales stemming from better customer experience management
- Differentiating the organization from competitors through customer experience

Benefits For You

Upon successful completion of the course participants shall benefit at a personal level in the following manner:

- Developing a dynamic skill set that will greatly promote better dealing with customers through research into customer needs
- Identifying and applying best practices used in reinforcing positive customer experience
- Efficiently devising a customer journey map and delivering value throughout the journey of the customer
- Improving communication skills
- Efficiently learning to use customer analytics, maintaining customer profile, etc.

Target Audience

This Customer Experience Management Training Course is best suited for:

- Senior Marketing Managers/Marketing Heads
- Customer Relationship Managers/Relationship Managers
- Sales Professionals, Salesperson
- Sales Analysts
- Start-up Founders, Entrepreneurs

Course Outline

Understanding Basics of Customer Experience Management (CEM)

- The evolving role of customers
- What is customer experience management?
- The Management (CEM)
- Customer experience management vs. customer relationship management
- Customer satisfaction, ACSI model
- Customer loyalty, brand loyalty

Customer Experience

- Constructs of customer experience: cognitive, affective, behavioral
- Types of customer experience
- Customer experience index
- Customer experience as part of customer centricity
- Designing customer experience

Customer Journey Mapping

- Creation of journey maps
- Identifying multiple touch points
- Identifying KPIs
- Omni-channel marketing

Customer Experience Research Methods

- Quantitative research methods: surveys, customer segmentation
- Qualitative research methods: interviews, observations

Customer Experience Strategy

- Understanding your customers
- Developing customer vision
- Developing customer feedback channels
- Developing emotional association with customers
- Differentiating between customer service and customer experience
- Use of analytics: Net promoter score

Role of Innovation in Customer Experience

- Use of customer experience software
- Marketing automation
- Value co-creation
- Innovation in customer loyalty programs
- Tools and technologies.

Challenges in Customer Experience

- Dynamic and demanding customers
- Globalization and increased competition
- Customer experience as a differentiator

Use of Communication Channels and Social Networks in Experience Building

- Use of social media marketing
- Virtual customer environment

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Registration Form

Customer Experience Management

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

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Register online
Open the course page