

Improving the Customer's Experience



This highly interactive one day workshop aims to put you firmly inside the head of your customers – both internal and external; helping you to see the world from their point of view, doing some serious 'outside in' thinking so that you can begin to improve and enhance your customer's experience to maximise the value you contribute to them and improve their ROI to you.

The customer's experience is only as good as those who deliver it. This workshop is designed to give all those people responsible for the customer experience the tools they need to effectively deliver it.

Through highly practical sessions which develop and hone critical skills using best practice examples, proven models and templates this workshop will enable you to:

- See the world from your customers point of view so you can gain new insights into their needs and wants
- Identify ways to establish links between excellence in customer service and business practices and policies
- Develop the skills and practices that are essential elements of a customer-service-focused approach
- Recognise who their customers are and what they are looking for
- Develop strategies for creating engaged internal and external customers
- Equality and diversity and its impact on the customer experience
- Identify behaviours that can help or hinder the customer experience
- Understand the impact of poor customer service on the organisations costs and ability to achieve results

Who Will Benefit?

Anyone in a role with internal or external customers and the customer experience.

Course Outline

- The key strategic ingredients in Customer Experience Management
- Identifying CEM best practice
- The latest thinking in relation to the issues, challenges and solutions to optimising the customer experience
- How to understand from your customer's perspective
- Challenging your own attitudes towards 'how it should be done'
- What are the effective behaviours and actions of those who deliver the customer experience?
- Evaluation as a means to constant development
- Handling other's attitudes and behaviours that are hindering the delivery of excellent customer experiences
- Equality and diversity and the customer experience
- Dealing effectively with annoyed customers
- What to do if the problem is bigger than they thought
- Know how to express what you can do not what you can't do

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- Understand how to handle complaints in ways that create improved, lasting relationships
- Learn not to blame – and take responsibility instead
- Practice how to manage customer expectations
- Action planning

Duration

1 Day

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