



CUSTOMER EXPERIENCE MANAGEMENT MASTERCLASS SERIES

Whether you like it or not, your business already provides a customer experience for customers – the trouble is it may be good but not great, it may be inconsistent or for some customers it may have sent them elsewhere!

Creating a great customer experience every time takes planning – it won't happen by itself. With a tried and tested approach you can design the experience you want to happen and learn how to manage it so it does happen consistently! This series of 4 x 1-day masterclasses is designed to arm you with a robust method for evaluating your own customer experience, and establishing a consistent approach to developing it so that it meets, or even exceeds, the expectations of your customers.

As a result, your business will improve customer retention, repeat business, customer referrals and satisfaction with the service – which means more profit in the long term.

Masterclass Series Objectives

- **Design new 'customer experiences'**
- **Define the role of 'process' and identify elements that make these a better 'customer experience'**
- **Identify 'key moments' for customers and discuss how to 'add value'**
- **Determine what needs measured to ensure consistency of delivery and contribute to continuous improvement of the experience**
- **Apply a consistent methodology to the business when creating new 'customer experiences'**

It is recommended that all delegates attend the Introduction, and the programme was designed as a series, however the remaining 3 masterclasses may be attended as "stand alone" events. Further dates for the series are to be announced. "In-house" option available on request.

Day 1: Introduction to Customer Experience Management (20 May 2009)

Day 2: Plotting and measuring the Customer Experience (21 May 2009)

Day 3: Designing staff behaviours and responses to create the ideal customer experience

Day 4: Turning "communication" into good customer dialogue