MEASURING, MONITORING AND IMPROVING CUSTOMER EXPERIENCE   MAS011

COURSE DESCRIPTION

Customers always expect high-quality products and services, but businesses and customers may not always agree on exactly what that entails due to countless types of products, price categories, national expectations and other elements, it may be challenging to monitor and measure if and how customer requirements are met.

The financial and other benefits of improving the consumer experience are so significant that client experience measurement has become a special area of expertise. The results of customer experience measurement form key indicators for defining and improving service quality and setting the next steps. This course focuses on data which reveals how to delight customers by enhancing the overall client experience using the best available tools. These tools and data provide course participants with the best ideas on how to deliver service and client experience which are unique!

COURSE GOAL

To enhance the participants' knowledge, skills, and abilities necessary understand customer experience, measuring and monitoring customer expectations, and how to design effective tools to help them stay ahead of their competition.

COURSE OBJECTIVES

By the end of this course, participant will be able to:

- Learn key principles of perfect client experience and how to apply it in his company
- Understand the needs and expectations of his customers
- Structure a plan and process flow around consumer centricity principles
- Benchmark his entity and recognize where to start with the changes
- Explore the key client experience data that he needs to permanently measure and monitor

WHO SHOULD ATTEND

All those who are working in:

- Customer Services
- Customer Relations
- Marketing
- Sales
- Service Quality
- Client Relations

- Collections
- Operations
- Complaints Handling
- Customer Support Roles

COURSE DURATION

5 Working Days

COURSE OUTLINES

- Customer Experience and How it Leads to the Triumph of a Company
- How to Meet and Exceed Buyers' Expectations
- Why Clients' expectations must be Measured and Analyzed
- How to Measure and Monitor the Gap between Client Needs and Expectations
- Modern Factors of Service Quality the Organization Needs
- Exercise in Using Affinity Diagram for Gaining Insights into the Scope of Service Quality
- Key Principles of Client Experience and Service Continuity
- Consumer Expectations Changes: Why and What shall be Done to Adjust It Timely
- Best Practical Methods to Monitor and be Fully Aware of Changing Expectations
- Guide on Delivering a Great Customer Experience via a Client-Centric Culture
- Developing and Implementing Consumer Centricity as the Main Differentiation Point
- How to analyze and Eliminate the Difference between Client Expectations and Experience
- Benchmarking and Using the right client experience Metrics for the Company
- Practical Business Case: Measuring and Monitoring Customer Experience
- The Upcoming Future of Customer Experience and How to be Prepared for It
- Consumer Experience and its Direct Link to ROI and a Stable, Loyal Client Base
- Activities to Improve Client Experience Management (CEM) Metrics