

Customer Experience

Course Outline

This one-day course will help employees understand the importance of Customer Experience for both internal and external interaction with a focus on retaining customers to improve business profitability and customer trust.

As part of the training we look into the importance of brand how awareness of it can make a difference to customer decisions, helping with the positive outcomes of sale and service.

Participants will be given the chance to share positive and negative experiences and will have some time to become the shopper/customer and explore the sales/service they provide.

Programme Content

- Understand Customer Experience and how it is important in a 21st century business;
- Identify the importance of brand to a business;
- Become a shopper with a focus on the customer mind set;
- Focus on the businesses sense of customer centricity;
- Discuss the impact of poor customer service and experience;
- Outline how good Customer Service can improve business profits and the bottom line;
- Action plan a way to move the business forward with the use of good customer service and experience.

Course Outcomes

Each delegate will receive individual feedback and will be asked to complete a personal action plan to identify key changes to implement and skills to practice.

- Causes of stress;
- Work related sources;
- Change in the workplace;
- Team based issues;
- Conflicting demands;
- Understanding roles/priorities;
- Self management;
- Stress Management Techniques;
- Establishing priorities;
- Setting & achieving your own goals and objectives;
- Planning and keeping to your plans and objectives;
- The importance of effective delegation.

Course Outcomes

Each delegate will receive individual feedback and will be asked to complete a personal action plan to identify key changes to implement and skills to practice.