



## Improving Your Customers' Experience

**Duration:** 5 Days

**Language:** en

**Course Code:** PM2-103

### Objective

During this course, you'll be able to:

- Understand the basics of customer service.
- Understand the need for flexibility.
- Inspire a customer-focused culture.
- Assess your current CX and understand where you can tighten processes.
- Learn effective strategies to meet and exceed customer expectations.
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- Utilise the power of online service.

- Understand customer psychology and predict the right choices.
- Develop strategies to motivate your team to prioritise customer needs.
- How to effectively solve complaints to achieve a positive outcome.
- Develop ideas for your next steps to future-proof your customer experience.

## Audience

This training is ideal for anyone within your company who needs to understand your current customer journey and where improvements need to be made. This includes front-line employees and strategic project managers who push the company to the next level.

- Project Managers
- Customer Experience Managers
- Front-Line Employees/Support Staff
- Field Agents
- Operations Managers/Directors or Senior Management looking for broader process changes
- Account Managers
- Customer Service Department Managers
- Customer Satisfaction Managers
- Team Leaders/Supervisors
- Marketing Executives

## Training Methodology

The course uses various stimulating learning techniques and organisational theories to ensure understanding of all levels of your business, from front-line employees to senior management officials.

You'll experience interactive seminars and practical workshops and get to work with people from all areas of business using real-life case studies to understand the customer journey.

The project work will provide you with techniques and models to accurately judge your customer's mindset, share best practices and change your goals to reflect the changing customer environment.

## Summary

Understanding your customers is crucial to business success. This course will help you grasp the essentials of customer expectations and how to exceed them. You will learn to harness your team's potential to meet high customer standards and stay ahead of competitors. Focusing on customer needs will enhance your service, leading to better reviews, higher conversion rates, and increased customer retention.

# Course Content & Outline

## Section 1: Why the Customer Experience Should Be Your Priority

- Ways to increase your conversion and customer retention.
- How satisfied customers provide free marketing opportunities.
- Creating a customer-focused culture.
- The 10 principles of a good customer experience.
- Understanding the 5 pillars of your customer-focused strategy.

## Section 2: Discovering What Your Customers Need

- Consider your target audience and what makes them tick.
- The meaning of service value
- Mapping your customer journey.
- How do your customers want to be contacted?
- Understand when to contact your customers and when they need some space.
- Acting on feedback and discussing your changes.
- The CXM framework and relating to your business.

## Section 3: Your Target Audience

- Customer profiling - who buys your products?
- Creating convenience.
- Customer habits and how to use them as a marketing opportunity.
- Transforming your CX with your customer.
- Implementing innovative techniques within your team.

## Section 4: Omni-channel Customer Service - What Works Best?

- Select the right method of communication (email, phone calls, live chat, social media).
- Utilising customer data to predict your customers' movements.
- The Spam to Value tightrope.
- Effective automation that appears personal
- Are bots effective?

## Section 5: Resolving Complaints and Handling Difficult Customers

- Offering your customers what they expect before they ask.
- Why soft skills are important.
- What makes a good complaints process?
- Face-to-face resolutions - body language and empathy.
- Upskilling your team in active listening.
- Utilising effective questioning to understand your customers.
- Persuasion, negotiation and influencing methods.

## Section 6: Harnessing the Power of Social Media

- Providing interesting content to draw in your customers.
- Creating insightful blog content to solve your customers' issues.
- Pushing offers without seeming salesy.
- How do you ask for reviews from your customers?
- Responding to negative comments publicly.

### Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

### Categories

Sales & Marketing, Customer Service & Public Relations (PR), Telecommunication

### Tags

Customer-focused Culture , Customer Experience , Target Audience , Mapping , Profiling , Social Media

## Related Articles



### **Unveiling The Welcome Call: Your Key To Customer Engagement**

Discover the power of welcome calls in customer relations. Learn why they are important, how to build relationships, and key elements for a successful welcome call.

## **YouTube Video**

[https://www.youtube.com/embed/DTfW3niodhQ?si=A\\_YkiAlgcAlp1CRa](https://www.youtube.com/embed/DTfW3niodhQ?si=A_YkiAlgcAlp1CRa)