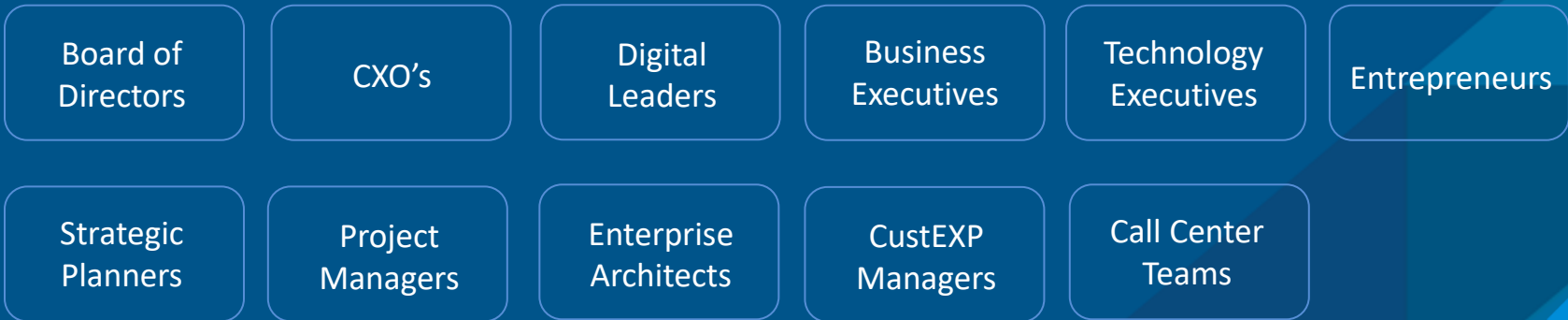
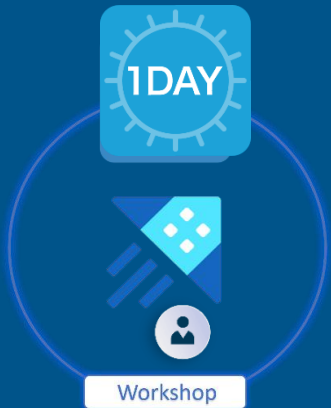


# Embracing Digital Customer Experience Management



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Skills and expertise to help you increase your knowledge in the field of digital technologies

## Understand what's the Future of Digital Customer Experience for Businesses and related challenges?

Digital customer experience management has been on the agenda for most organizations lately but what is it and how can it be used to improve perceptions of brands, customer satisfaction and/or profitability?

Customers will always have an experience with an offering – it is impossible not to have one! The goal of this course is to give an overview of the area and equip the participants with some of the tools that is useful to capture and understand customer experiences.

We will discuss what customer experiences and customer experience management actually are and which insights organizations need to collect in order to better manage experiences. In a nutshell, the customer experience is comprised of cognitive, emotional, physical, sensorial, and social elements that mark the customer's direct or indirect interaction with a set of market actor(s). For this reason, this course will also cover various ways of conceptualizing, measuring, and capturing customer experiences in order to derive insights that result in competitive advantage for their organizations.

Every day unsatisfied customers cost businesses a lot of money. In fact, studies show that **80%** of customers will switch companies after one poor service experience.

The first step to overcoming this subject is to admit that you have room for improvement. The second step is to measure customer satisfaction to find out where you currently stand.



### By the end of this course, you'll be able to:

- Managing customer experiences (e.g. capturing customer journeys, identifying key performance indicators, creating new solutions) across multiple touchpoints and channels.
- Understand why Business Analytics is an integral component of any CX platform, identify key business drivers for the creation of Digital Ecosystems and how Digital Transformation can optimizing your Customer Experience Management journey.

## Prerequisites:

Participants attending this course should be familiar with basic Information Technology concepts and the role of general system infrastructure technologies and their applications.

## About this workshop

This one-day instructor led workshop is ideal for teams developing strategies for building an exceptional journey to enhance their customer experience journey. The Digital Transformation journey is complex and the key objective is to bring all enterprise-wide users and key stakeholders on one platform helping them to understand the core issues and gaps why most DX journeys are failed to meet its desired objectives and enterprise-wide targets and goals.

## Unit 1 – The Role of Digital Transformation and Customer Experience Management

- Understand how Technology is already being used in Digital world.
- Why "Transformation Leaders" has a Critical Role to play.
- Executing Digital Innovation Strategy – The Role of "Innovation Leaders"
- Five reasons Digital Transformation strategy is failing.
- How will business and IT leaders identify their goals for innovation?
- Strategies for IT Innovation – Formal Approaches.
- Transformation journey from Legacy to Digital technologies.
- What risks are stopping organizations to embark on DX?
- Understand Digital Disruption.
- Understand Digital Transformation and challenges of Digital Transformation.
- Digital Transformation – Key dimensions.
- The Application of Digital Transformation – Explore EMOI.
- Strategic Plan Process for DX Journey.
- Customer Experience Management and Omnichannel Example
- How to create a good customer experience strategy?
- Following top 10 Strategic Planning Best Practices.
- Four main organizational goals for Digital Transformation Strategy.
- Digital Transformation Strategy and Planning – 10 Simple Steps.
- Digital Transformation Strategy – Business Process and Framework.
- Four key pillars of Digital Transformation journey.
- Developing three core capabilities across various business domains.
- How to choose the right Digital Transformation Framework – Things to avoid.
- A Framework for Digital Transformation – Are you 'DOING DIGITAL'?
- Unit 1 Assessment.

## Unit 2 – Using Customer Experience Research

### Techniques and Tools

- Digital Transformation and Business Transformation Model.
- Setting up Digital strategy, metrics from performance and efficiency PoV.
- Creating a digital culture across the organization.
- Why a careful planning is a prerequisite to digital strategy.
- The importance of understanding business and your end-user client requirements.

- Barriers to achieving goals from Customer Experience Research PoV.
- Seven layers of a typical Customer Lifecycle Process.
- Understanding a typical Customer Lifecycle engagement.
- CX as a differentiator and its importance in our industry.
- How do you Analyze Voice of Customer?
- How to Measure Customer Satisfaction in 8 simple steps.
- Choose a type of customer satisfaction survey – CSAT, CES, and NPS.
- Understand Gauging Voice of Customer.
- Gauging VoC – Customer Effort Score, The New Experience Metric.
- Avoiding common NPS calculation mistakes.
- Using NPS data in different ways to benefit your business.
- NPS benchmarking by using different Customer Satisfaction Tools.
- Avoid Common NPS calculation mistakes score.
- Using NPS data in different ways to benefit your business.
- NPS Benchmark and Customer Satisfaction Tools.
- Stages of "Voice of Customer" software.
- How to achieve Customer Satisfaction – Recommended Best Practices.
- Customer Effort Score – Customer Experience.
- Breaking Down Customer Effort – Knowing different types of efforts.
- Customer Journey Maps – Gauging Voice of Customer.
- Creating Customer Journey Map and Customer Journey Map – Illustration.
- A checklist for Developing Customer Journey Map.
- Understanding Customer Experience Index.
- Channel feedback with added features for analyzing and tracking.
- Using Sentiment Index Analysis as a Tool to facilitate future planning.
- Five reasons why Self-Service options fail.
- Unit 2 Assessment.

## Target Audience

- BODs, CXOs, Head of Digitalization, Business and Technology Leaders.
- Senior IT Managers and IT Directors, Business Analysts, Call Center teams, Customer Experience Managers, Enterprise Architects, Senior Project Managers, Application Software Development Teams, Digital Team Leads, and Technical Writers.

## Detail Information

Course Code	: TN416
Course Duration	: 1 Day Workshop
Course Location	: TLC Office, Customer On-site, and Online on Zoom.
Terms & Conditions	: 100% payment in advance.
Course Deliverable	: Comprehensive Student Guide and Course Certificate

For additional information, please write to us at: [info@tlcpak.com](mailto:info@tlcpak.com)

*Opportunities are made, not found*

We look forward serving you as one of your trusted education and training services partners.



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