

## TITLE

# Customer Advocacy Enhancing the Customer Experience

## COURSE OVERVIEW

In this 100% experiential workshop, participants will apply all CX tools. They will form within the CX Framework the ideal customer journey in the business for each of the Contact Points they will take on. With the customer's perspective and knowledge of the processes and tools of the business, they will lead teams in the implementation of a CX system.

## COURSE DURATION

4 hours

## DELIVERY FORMAT

Classroom

## LOCATION

Classroom: 188 Syngrou Andrea Avenue, 17671 Kallithea Attica & e-class platform

## COURSE OUTCOME

You will receive an ARKIAS ACADEMY Certificate.

## COURSE CONTENT

- Going the extra mile
- Definition of "one step further"
- Real examples from the Greek & global market
- Customer Experience Tools

### **The Customer Journey Map**

- Persona
- Habit-forming
- CX Performance Indicators (KPIs)
- Voice of the Customer (VoC)
- Experience Mapping.
- Criteria for Pleasant and Unpleasant Experiences (wow and ouch)