

TITLE

What is Customer Experience?

COURSE OVERVIEW

The workshop is aimed at all company employees whether they deal directly with the Customer or not. Customer Experience is not just about front-line managers and improving customer service. It is CX culture that should permeate every role and every department within the company.

COURSE DURATION

6 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

What is customer experience?

- Why is customer experience important?
- What is the cost of poor service?
- The Integrated Customer Experience
- The CX Framework

Transforming the experience

- Making the emotional connection
- Making a difference

Memorable experiences

- Making it personal

Customer frustration

- How do I measure the Customer Experience?
- Diagnosing frustration
- Addressing & Correcting Frustration.

Customer Loyalty

- What do loyal customers do?
- How do I recover lost customers