

Managing Touchpoint Performance to Improve the Customer Experience

2 Days CTP

OVERVIEW

This two-day course is full of best practice tips and techniques that will enable any organisation to develop a customer-centric customer service process at every Touchpoint.

Are you attracting customers or driving them away without knowing why? This course will help your participants identify the answers to both questions.

DESIGNED FOR

A workshop designed for customer service managers or customer service process owners. It is a highly practical and interactive course designed to help participants identify the customer 'Touchpoints' in their own organisation that aren't working and can be improved. It will provide them with a 'blueprint for success' to take back to the workplace. They will also take away a CD containing a Best Practice step-by-step guide for use with others to analyse and improve their current approach to the customer 'Touchpoint' management process.

LEARNING OUTCOMES

By the end of this course participants will be able to:

- Analyse their customer service process from end to end.
- Make a 360° map of their organisation's touch points.
- Identify which customer 'touchpoints' are working and those that are not.
- Identify what processes and Touchpoints can be improved to add value to their customers' experience.
- Use a variety of techniques to develop a customer-focused culture.
- Use a proven Best Practice approach making change happen when managing customer complaints.

TOPICS COVERED

The Customer Service Process

- Mapping the process end to end
- The customers' experience
- Identifying 'value add' steps

A 360° View of Your Organisation

- Product, process and value
- Customer experience life cycle
- Developing the seven steps of the life cycle

Touchpoint Management

- Customers' needs, levers and values
- Measuring results
- Cause and effect of poor results

Understanding Customer Expectations

- 'Right first time'
- Adding value
- Motivating loyalty and advocacy

Developing a Customer-focused Culture

- Aligning people, processes and systems
- Thinking like a customer
- Deliver bad news fast

Improving Customers' Experience

- Why customers complain
- Managing difficult situations
- Saying no but retaining customer loyalty

Personal Application Plan

- Planning for change
- Using the 'blue print' for success

EXTRA NOTES

An equivalent course is available in Arabic. Please call us for details.