



Course Name

CUSTOMER EXPERIENCE STRATEGY: FROM INNOVATION TO EXECUTION

The Course Will Use Sessions, Exercises, And Case Applications, And Presentation About Proven-By-Practice Methods, New Insights And Ideas That Will Grow The Participant's Strategic Thinking Skills.



Reach New Heights | Training & Consulting
An ISO 14001:2015 ISO 9001:2015 Certified Company



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Duration:
Five Days



Location:
TBD



Date:
TBD





Few Words About Boost

Our solutions are fully customized and designed based on the needs of our clients

BASED IN ABU DHABI
SINCE 2001
WE HAVE A PROVEN TRACK



VISION

"The only thing worse than being blind is having sight but no vision".

To be recognized as the partners' first choice in the field of Learning and Development locally and globally



MISSION

Enable our partners achieving their objectives

by designing innovative learning and development solutions which will boost people performance and business results as well.



VALUES

Driven by five core values which will form the basis for every decision...

- ✓ Result Orientation
- ✓ Partners' Success
- ✓ Passion
- ✓ Commitment
- ✓ Innovation

Why Us?

- 01 Interactive Engaging Courses
- 02 Recognized Certificates
- 03 Wide Range Of Training Subjects
- 04 Global Training Centers
- 05 In-House & Customized Courses
- 06 Internationally Certified Instructors
- 07 Advanced Reporting System



10,000 People Trained a Year, with 98% Satisfaction Rating

Our talented team of international instructors have exceptional credentials complemented by practical, real-world experience.

SUSTAINABLE SUCCESS

Ever since the firm was founded, Excellence, in one form or another, was part of its credo. The prospect of doing a good job might help a company climb the success ladder but it won't keep the company 'up there'.



American Welding Society
EDUCATIONAL INSTITUTION MEMBER





COURSE INTRODUCTION

CUSTOMER EXPERIENCE STRATEGY: FROM INNOVATION TO EXECUTION



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Customer Experience Is Imperative; A Proven Effective Strategy For Sustaining A Competitive Advantage. The Better Experience Customers Have, The Greater Positive Reviews A Company Will Receive, While Simultaneously Reducing The Chances Of Customer Complaints. When It Comes To Customer Experience, Any Company Should Aspire To Stand Out From Among The Competitions.

This 5-Day Boost Training Course Provides Participants With Practical Activities, Principles And Techniques To Drive Customer Experience Innovation. This Course Is Comprehensive And Effective In Starting Up And Making A Successful Customer Experience In Organizations Of All Sizes And Business Sectors.

OBJECTIVES

AT THE END OF THE TRAINING COURSE, PARTICIPANTS WILL BE ABLE TO:

- ✓ Assess existing customer experience strategy in the organization to enhance customer satisfaction by delivering a consistent and excellent service experience.
- ✓ Develop strategies effective for the business or organization.
- ✓ Identify and eliminate barriers in developing a customer-centric innovation mindset.
- ✓ Design a customer experience programme to deliver the strategy.
- ✓ Gain customer insights and turn ideas into action.

TRAINING METHODOLOGY

This Course Is Designed To Be Interactive And Participatory, And Includes Various Learning Tools To Enable The Participants To Function Effectively And Efficiently. The Course Will Use Sessions, Exercises, And Case Applications, And Presentation About Proven-By-Practice Methods, New Insights And Ideas That Will Grow The Participant's Strategic Thinking Skills.





Course Outline

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YOUR CUSTOMER EXPERIENCE STRATEGY

- ✓ Elements that comprise an effective and strategic customer experience strategy
- ✓ Clear customer experience vision for your own organization.
- ✓ Critical goals and roadmap to help reach your customer experience vision.

YOUR CUSTOMERS AND THEIR EXPERIENCE JOURNEY

- ✓ Developing customer stories for promoting cultural empathy
- ✓ Critical customer views of interactions throughout multi-channel touchpoints
- ✓ Journey maps to capture experiences and emotions of customers



CUSTOMER-FOCUSED INNOVATION

- ✓ Creative strategies that support innovation
- ✓ Understanding the needs of your customers
- ✓ Improving customer experience while adding value

EDUCATING YOUR WORKFORCE

- ✓ Engaging the hearts and mind of your people
- ✓ Customer experience will never exceed your employee experience
- ✓ “How to work together” to deliver brand promise and great customer experience



PRINCIPLES OF CUSTOMER RELATIONSHIP BUILDING

- ✓ Modern ideation and relationship building models
- ✓ Developing Customer Experience based Customer Relationship Maturity Matrix
- ✓ Essential elements and application of the Technology Framework for CRM and Customer Experience





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ACCELERATING AND IMPROVING DECISIONS WITH DATA

- ✓ Assessing the value of customer experience in connection to nine foundational business building blocks
- ✓ Establishing Customer Experience Advisory and Leadership models
- ✓ Exploring leading practices that drive ongoing business improvements
- ✓ Linking customer perceptions with operational costs and profitability



CUSTOMER EXPERIENCE IN YOUR ORGANIZATION

- ✓ Most relevant, actionable metrics for your organization to drive desired business results
- ✓ How to drive adoption across your entire organization
- ✓ Jumpstart your role by gaining wins and bringing others along with you
- ✓ Becoming a successful change-agent for customer experience-first thinking





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THANK YOU

For any clarification or information. Please do not hesitate to contact us

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