

# **Enhancing The Customer Experience: The Complete Training Course**

06 - 10 May 2024 Casablanca





### **Enhancing The Customer Experience: The Complete Training Course**

Ref.: 1001 241948 Date: 06 - 10 May 2024 Location: Casablanca Fees: 3300 Euro

#### Overview:

This training course is designed to take your organization from a product-focused mindset to a customer-centric service model. Also, you'll explore customer communication strategy, customer communication plan, and how to use customer communication tools effectively. We'll also focus on quality assurance and quality control, poka yoke, and the quality improvement cycle. This training program is unique as it combines key concepts from both the Balanced Scorecard training and the CRM course, giving a holistic customer centric approach.

#### **Target Audience:**

- Customer Service Managers
- Ouality Assurance Managers
- · Customer Care Staff.
- Individuals looking to attain a Certification Training in enhancing customer experiences

#### **Targeted Organizational Departments:**

- Customer Service Department
- Front Desks Employees.
- Quality Assurance Department

#### **Targeted Industries:**

- Governnetal Entities
- Retail
- Banking
- Hospitality
- Telecommunication

#### **Course Offerings:**

Participants will:

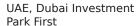
- Learn the advantages of a learning organization
- Delve into the customer centricity model
- Master the Balanced Scorecard
- Improve their customer communication strategy

#### **Training Methodology:**

Our training methodology involves:

Interactive sessions







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+447700176600





- Real-life case studies
- Group discussions
- · Continuous feedback sessions

#### **Course Toolbox:**

Participants will be provided with:

- A comprehensive workbook
- Balanced Scorecard templates
- Customer communication tools

#### Course Agenda:

#### **Day 1: Understanding the Customer**

- Topic 1: Introduction to customer centricity model and its advantages
- Topic 2: Basics of customer communication strategy and customer communication plan
- Topic 3: Effective usage of customer communication tools
- Reflection & Review: Reflecting on the importance of customer centric thinking

#### **Day 2: Quality Assurance and Control**

- Topic 1: Introduction to quality assurance and quality control
- Topic 2: Understanding Poka Yoke
- Topic 3: The quality improvement cycle
- Reflection & Review: Importance of quality in customer service

#### **Day 3: Mastering Communication**

- Topic 1: Effective Listening
- Topic 2: Aknowledging the Voice of Customer VOC
- Topic 3: Handling Customer Issues Effectively Body Language, Tone of Voice ...etc
- Reflection & Review: Importance of VOC and Communication Skills in customer satisfaction

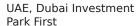
#### Day 4: Balanced Scorecard and CRM

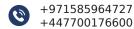
- Topic 1: Balanced Scorecard training
- Topic 2: Introduction to CRM course
- Topic 3: Aligning CRM with customer centricity
- Reflection & Review: How Balanced Scorecard and CRM improve customer service management

#### **Day 5: Customer Satisfaction and Happiness**

- Topic 1: Customer satisfaction training courses
- Topic 2: Enhancing customer relations
- Topic 3: Customize happiness Making customers happy
- Reflection & Review: The role of customer satisfaction in customer centric culture

#### How This Course is Different from Other Enhancing The









#### **Customer Experience Certification Training Courses:**

Our course integrates different aspects like customer communication strategy, CRM, Balanced Scorecard, and customer centric culture into one comprehensive course. This holistic approach helps participants understand how these elements work together to enhance the customer experience. The course's strength lies in its practical, hands-on approach, providing real-life examples and case studies for a more engaging learning experience.

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced expe and development. With 20 years of industry experience, we are committed t managers replace traditional practices with more effective and agile approach

# **OUR VISION**

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

# OUR MI

We are dedicated to customer-centric ag deliver a clear retur our core agile value actionable and impa

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a rea investment. Our courses focus on enhancing knowledge, improving skills, an achieve this through engaging and interactive training techniques, including games, and puzzles.





#### **CONTACT US**

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We understand that training delivery can be challenging, both online and offline. To ensure engagement and achieve learning objectives, we have developed our own activities and collaborated with industry-leading solutions to gamify our training sessions. This approach increases interaction levels and guarantees effective learning outcomes.



We cover a wide range of training categories to cater to different needs and interests

Branding, Marketing, Customer Relations, & Sales Programs Finance and Accounting Programs Human Resources Management Programs Management & Leadership Programs Political & Public Relations Programs Project Management Programs Quality & Process Management Self-Development Programs

Join Agile Leaders today and embark on a transformative journey towards becoming a more agile and effective leader. Experience our customer-centric approach, actionable training, and guaranteed return on investment. Let us help you unleash your full potential in the dynamic business landscape.

