

# Customer Experience for Managers

## Introduction

Businesses are increasingly recognising the complete experience enjoyed or endured by their customers is critical to customer retention and growth. This two day course addresses why the customer experience is crucial and assists delegates wishing to build the business case, and develop and execute a customer experience strategy. The course also provides an outline of simple customer experience tools and techniques.

## Objectives

This 2 day course is a lively mixture of theory and exercises. It is available on both a scheduled and an in-house basis. At the end of the course delegates will be able to:

- Understand the importance of customer experience
- Analyse their organisation's customer experience
- Develop their organisation's own customer experience strategy
- Understand some simple tools and techniques needed to design and successfully deliver a customer experience programme
- Understand how to successfully develop a customer experience culture.

## Course Content

- Introduction
- Live customer experiences
- Case studies
- The business case for customer experience
- Building a core competency in customer experience
- A practical approach to strategy development & KPIs
- Assessing your customer experience
- Designing your customer experience
- Developing a lasting customer experience culture & embed customer experience competencies

## Who should attend?

The course is for directors, managers and supervisors who want to know more about developing and implementing a customer experience improvement programme in their organisation.

## Follow on Courses

Customer Experience for Everybody  
Customer Experience for Customer Facing Employees

## Consulting

Consulting support can be provided for individual organisations to assist them in developing and delivering a customer experience improvement programme.

## Further Information and Bookings

Contact Denis Mahoney at Business Transformation (Training and Coaching) on +44 1903 784783 or 07766 333294 or by email at [denis.mahoney@business-transform.co.uk](mailto:denis.mahoney@business-transform.co.uk) for further information.