

The Customer Experience Champ

Duration: 1 Day

Course Description:

The CX Champ workshop aims to transform hearts and minds of the customer service providers in an organization. Rather than just being task-oriented and tactical, this session will help them appreciate delighting customers and build strong relationships driven by a personalized service. The program will also enhance their communication skills in their journey to delight their customers. Efficient and effective processes and procedures in handling different scenarios and customer personalities will also be integrated in their skills set.

Course Objectives:

- Understand and appreciate customer experience
- Discover and practice the 4 core skills in customer delight
- Apply techniques on how to influence customers
- Discover how to manage different types of customers
- Know how to manage challenging situations and refuse requests properly.

Course Outlines:

Think like a CX Champ: Embracing the right mindset in Delighting Customer

- The Age of the Customer
- Customer Centricity is the Future
 - Customer Centricity Success Factor
 - Links to Organization Vision, Mission, Values
- Customer Experience as a way to exhibit Customer Centricity

The Levels of Customer Experience

- Level 1: Meeting the Needs
- Level 2: Convenience
- Level 3: Enjoyable Experience

The 4 Dimensions of Customer Experience

- International
- Consistent
- Differentiated
- Valuable

Customer Experience Best Practices

- Starbucks
- Apple Experience
- Ritz Carlton Experience

Speak like a CX Champ: Communicate and Connect Effectively with Customers

- Emphatic Listening Techniques
- Positive Scripting Techniques
- Default vs Personal Language
- Non-Verbal Techniques
- Vocal Impressions
- Visual Impressions

Act like a CX Champ: Developing Core Skills in Delighting Customers

- The Different Stages of Unbelievable Customer Service
- Dealing and Managing Different Customer Personalities
 - Eagle Customer
 - Peacock Customer
 - Dove Customer
 - Owl Customer

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