

LEADING THE CUSTOMER EXPERIENCE

COURSE OVERVIEW



Build a customer-centric culture

- Access research and explore insights about leading and managing the customer experience
- Create clarity about the requirements for building and sustaining a customer-centric culture
- Become familiar with tools to evaluate and improve the customer experience at all touchpoints
- Learn from companies who have successfully developed a sustainable customer-centric culture
- Learn the processes and tools required for strategizing and leading a dynamic CX culture

Research supports the notion that companies who deliver great customer experiences grow revenues by between 4%–8%. Loyal customers stay longer and make recommendations to their friends. As a result, the research goes on to say, these promoters have a lifetime value that can reach 6 to 14 times that of detractors, depending on the industry.

Leading a dynamic CX culture resides at the heart of what leaders running sustainably successful companies do. They constantly challenge the status quo that fractures the customer-centric culture process. All to make the customer experience easy, compelling, accessible and wrapped around the customers' image of what the brand stands for in meeting their expectations and needs. This one day highly interactive course with trainer led presentations, discussions, group work and focussing on work based/company situations, will equip you to strategize and lead a customer-centric culture.

For further information visit tacktmi.co.uk. If you would like to speak to a member of the team call 01923 897 900 or email uk@tacktmiglobal.com.



1 Day Interactive & Practical Course

Tailored to your business

Visit tacktmi.co.uk for further information

SUITABLE FOR:

Those responsible for leading, creating and inspiring others to live a Customer-Centric Culture, delivering world-class Customer Experiences.

YOU WILL LEAVE THIS COURSE ABLE TO:

- Understand leadership practices that create and sustain a customer-centric culture
- Define the business case for great customer experiences by studying latest research and thinking
- Define the connect between leadership and customer loyalty
- Use a diagnostic and evaluation tool to capture current and potential behaviour that could positively influence the customers experience
- Inform a CX strategy using customer personas and “jobs to be done” and apply the principles in the organisation
- Develop a CX leadership strategy having worked through a Case Study as the basis for identifying potential challenges and choices
- Work on a leadership assessment to highlight areas of strength and areas of growth as a CX leader
- Identify how to cultivate a growth mind-set through coaching and mentoring
- Develop a CX plan to aid the implementation of ideas and concepts explored during this programme
- Highlight plans with a short term implementation time frame that will show immediate results, doing the same for medium and the longer term time frames.