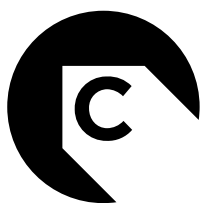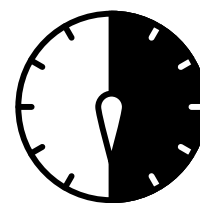# CLOSING THE LOOP EFFECTIVELY WITH CUSTOMERS

RECOMMENDED FOR
CX professionals

SKILL LEVEL
Intermediate

TRAINING LENGTH
6 hours

TRAINING CONTENT

Learn how to design and implement feedback systems that enable people to follow up with customers to improve their experiences and drive customer loyalty.

+   Reviewing the different closed-loop feedback models and their importance

+   Using industry best practices to know how and when to follow up with customers

+   Ensuring your organization is ready to close the loop and mitigate common risks

+   Configuring Qualtrics ticketing to meet the needs of your closed-loop process

+   Utilizing Qualtrics reporting to hold teams accountable and make sure your customer needs are met

+   Launching feedback systems to your employees effectively through successful change management

+   Iterating and optimizing your closed-loop program at frontline, management, and executive levels

HOW IT WORKS

This training is 6 hours with two 30 minute breaks and contains slide presentations and opportunities for hands-on practice. Every attendee needs to bring his or her own laptop and charger. All other materials needed will be provided.

TRAINING AGENDA

This hands-on training is designed for CX professionals who want to design systems and enable people to follow up with customers to improve their experiences. In this training, you will review the different models for customer follow up and learn how to implement them in your organization.

TIME	CONTENT
12:00 PM	Welcome and Introductions
12:10 PM	**Introducing Closed Loop Feedback** Discover an integral part of best-in-class CX programs by learning what constitutes a successful and systematic closed-loop feedback process.
12:40 PM	**Designing Inner Loop Feedback Systems** Learn how to design closed-loop feedback programs that ensure the right employees follow up with customers at every crucial moment in their journey.
1:30 PM	**BREAK**
2:00 PM	**Designing Inner Loop Feedback Systems (cont.)**
2:40 PM	**Implementing Inner Loop Feedback Systems** Ensure program success by driving operational change at the frontline and enabling employees to act quickly on customer feedback.
4:00 PM	**BREAK**
4:30 PM	**Designing Outer Loop Feedback Systems** Align program reviews with management reporting cycles to enable a cross-functional voice on processes and policies that impact customer experience.
6:00 PM	Closing Remarks