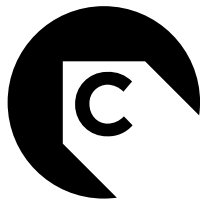


ESTABLISHING THE FOUNDATION FOR YOUR CX PROGRAM



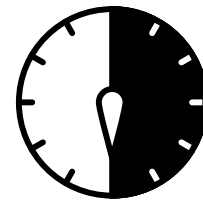
RECOMMENDED FOR

CX executives & program managers



SKILL LEVEL

Foundational



TRAINING LENGTH

6 hours

TRAINING CONTENT

Develop a practical, disciplined approach for building a CX program capable of driving sustainable customer experience improvements across your organization.

- + Understanding the dynamics governing how organizations treat customers
- + Making a business case for CX
- + Building an effective CX team and governance structure
- + Using insights to identify customer pain points, prioritize opportunities, and, ultimately, drive action
- + Measuring the success of your CX program using metrics
- + Rolling out your CX program to the wider organization
- + Evolving through four levels of CX program maturity

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 training is designed for CX executives and program managers who want to establish a CX program capable of driving sustainable CX improvements across their organization. In this training, you will learn what customer experience is, how it contributes to business success, and five steps for setting up a strong CX program.

TIME	CONTENT
12:00 PM	Welcome and Introductions
12:15 PM	What is Customer Experience? Ground your CX program in a shared understanding of what customer experience is and how organizational dynamics affect the way companies treat their customers.
1:00 PM	Making the Case for a CX Program Gain organizational buy-in for your program by sharing the strategic and business rationale for improving the experience you deliver to customers.
1:30 PM	BREAK
2:00 PM	Building the Team Establish a core CX team and governance structure to drive coordinated, customer-centric change across the organization.
2:40 PM	Designing the Program Create a program capable of generating meaningful insights, and then use those insights to identify customer pain points, prioritize improvement opportunities, and drive company-wide action.
4:00 PM	BREAK
4:30 PM	Rolling Out the Program Implement the program by putting the necessary structures, tools, and processes into place.
5:10 PM	Operating and Enhancing the Program Continuously monitor the results of your CX program and look for ways to make adjustments and drive increasing levels of value for your organization.
5:30 PM	Applying What You've Learned Share your own experiences and ideas for how to set up or improve the CX program at your organization.
6:00 PM	Closing Remarks