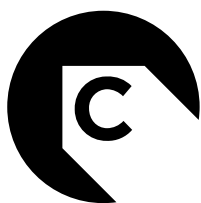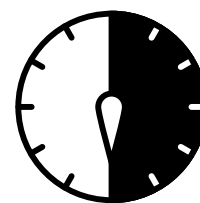# VISUALIZING CX INSIGHTS TO ENGAGE STAKEHOLDERS

RECOMMENDED FOR
CX professionals

SKILL LEVEL
Intermediate

TRAINING LENGTH
6 hours

TRAINING CONTENT

Learn how to build dashboards that visualize your Customer Experience data and inspire stakeholders to take action, from executives down to the front line employees who work with customers on a daily basis.

+ Defining the purpose of a dashboard in your CX program and how your stakeholders will use it

+ Creating a working team that proposes dashboard designs and offers feedback

+ Applying visual design principles to ensure the dashboard engages viewers and inspires them to take action

+ Mapping survey data into dashboards so that you can build your dashboard how you envision it

+ Building dashboard pages and widgets that present customer data in just the right way

+ Managing dashboard viewers and providing your organization with access to the dashboard

+ Driving dashboard usage in the organization by encouraging feedback and iterating on suggestions

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 visualize CX data and share insights throughout their organization. In this training, you will learn how to apply information hierarchy and visual design principles to make it easy for your different audiences to consume data and walk away with the information they need.

TIME	CONTENT
12:00 PM	Welcome and Introductions
12:10 PM	**Introduction to Visualizing Insights** Learn how to build dashboards that not only inform your audience of important trends in your data, but empower your organization to become more customer-centric.
12:20 PM	**Designing a CX Dashboard for Executives** Build a dashboard tailored for your organization that allows executives to quickly understand trends in organizational metrics and allows for the ability to dive deeper if needed.
1:30 PM	**BREAK**
2:00 PM	**Designing a CX Dashboard for Executives (cont.)**
2:30 PM	**Designing a CX Dashboard for Employees** Build a dashboard tailored for your organization that gives managers the tools they need to coach their reports to better meet customer needs and employees the tools they need to understand their strengths and weaknesses
4:00 PM	**BREAK**
4:30 PM	**Building & Sharing a Dashboard** Learn how to use Qualtrics to build a beautiful dashboard the effectively communicates insights from your CX programs to your entire organization.
6:00 PM	Closing Remarks

qualtrics.
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