

CX Design & Implementation

Course Advertorial





Introduction

A positive customer experience (CX) is critical for business growth in a competitive industry. A happy customer is more likely to return, as well as promote you through word-of-mouth marketing – both are keyways for increasing your revenue. CX design offers a way for businesses to pull ahead of their competition through better understanding of their customers. This course offers an introduction to CX design, including the most popular tools within the industry, how to deploy them, and how to understand customer journey maps.

CX Design & Implementation

What you will learn

- Take a customer-centric approach for competitive positioning to grow your business
- The CX Design Process
- Boost customer engagement by analyzing consumer behaviour
- Identify effective tools for CX
- Outline the top-line approach to effective CX design
- Identify key elements of a journey map

Topics covered

- The design-discipline behind great CX
- The Customer Experience design process
- Getting to know your customer
- Customer journey mapping
- CX Blueprints
- Consumer behaviour analysis
- Value creation

What is included

- Instruction by an expert facilitator
- Small interactive classes
- Specialized manual and course materials
- Personalized certificate

Duration



Face to Face

1 day



Virtual

3 X 2-Hr Sessions