

# Customer Experience Management

A 2-day workshop for corporations, government institutions, and medium-sized enterprises

## Course Objectives

- Understand the definition and context of customer experience in relation to loyalty and customer service
- Create a practical customer engagement plan using a systematic approach
- Explore on the different customer classifications and ways to manage their typical complaints approach
- Discover best body language and voice inflection techniques in handling dissatisfied customers

## Who Should Attend

Frontliners, supervisors, executives, and managers involved in customer services

## Module Outline

### Module 1: Understanding Customer Experience Management

- Relationship between customer experience and loyalty
- Differences between customer experience management & customer service
- Psychological aspects of customer experience
- Importance of great customer experience

### Module 2: Customer Engagement Essentials

- Definition and why is it important
- Customer engagement VS customer experience:
- Customer engagement strategies
- Develop a practical customer engagement plan using the SADAR approach:
  - Set your customer engagement goals
  - Analyze your existing and potential customers
  - Develop customer engagement strategies
  - Advocate the engagement plan
  - Review and measure engagement results

### Module 3: Managing Customer Complaints

- Understanding complaints
- Customer classifications:
  - Customer social traits and their common complaints approach
  - Strategies and techniques in dealing with each customer classification
- Simplest yet effective complaint handling skills
  - The ALAS method

### Module 4: Body Language in Handling Dissatisfied Customers

- Applying effective body language in a:
  - Hostile environment (angry, aggressive customers etc.)
  - Emotional environment
  - Stressful environment
- Body language mistakes that you may unknowingly be doing
- Applying the right tone in handling customer complaints
- Negative and defensive tones that should be avoided