

# Embracing Digital Customer Experience Management

## Skills and expertise to help you increase your knowledge in the field of digital technologies

### About this workshop

The two-day course is designed for those wishing to develop their understanding of best practice disciplines, tools, techniques and methods in the field of Digital Customer Experience being deployed across the world.

Based around real case studies and examples from multiple industries, the course takes delegates through a practical and actionable approach to customer experience. Most organizations believe they are focusing on customer experience, but in reality, they are delivering customer experiences 'accidentally'. Learn how to implement a customer experience framework to make the adoption of customer experiences by using CX tools and techniques.

Every day unsatisfied customers cost businesses a lot of money. In fact, studies show that 80% of customers will switch companies after one poor service experience.



The first step to overcoming this subject is to admit that you have room for improvement. The second step is to measure customer satisfaction to find out where you currently stand.

By the end of this course, you'll be able to:

- Managing customer experiences (e.g. capturing customer journeys, identifying key performance indicators, creating new solutions) across multiple touchpoints and channels.
- Understand why Business Analytics is an integral component of any CX platform, identify key business drivers for the creation of Digital Ecosystems and how Digital Transformation can optimize your Customer Experience Management journey.

### Prerequisites:

Participants attending this course should be familiar with basic Information Technology (IT) concepts, business challenges and the role of general system wide infrastructure technologies and their applications. The course assumes that learners have a basic knowledge of Digital emerging technology.

### Understand what's the Future of Digital Customer Experience for Businesses and related challenges?

Digital customer experience management has been on the agenda for most organizations lately but what is it and how can it be used to improve perceptions of brands, customer satisfaction and/or profitability?

Customers will always have an experience with an offering – it is impossible not to have one! The goal of this course is to give an overview of the area and equip the participants with some of the tools that is useful to capture and understand customer experiences.

We will discuss what customer experiences and customer experience management actually are and which insights organizations need to collect in order to better manage experiences. In a nut-shell, the customer experience is comprised of cognitive, emotional, physical, sensorial, and social elements that mark the customer's direct or indirect interaction with a set of market actor(s). For this reason, this course will also cover various ways of conceptualizing, measuring, and capturing customer experiences in order to derive insights that result in competitive advantage for their organizations.

### Unit 1 – The Role of Digital Transformation and Customer Experience Management

- Understand how Technology is already being used in Digital world.
- Why "Transformation Leaders" has a Critical Role to play.
- Executing Digital Innovation Strategy – The Role of "Innovation Leaders"
- Five reasons Digital Transformation strategy is failing.
- How will business and IT leaders identify their goals for innovation?
- Strategies for IT Innovation – Formal Approaches.
- Transformation journey from Legacy to Digital technologies.
- What risks are stopping organizations to embark on DX?
- Understand Digital Transformation and Disruption.
- Understand Digital Transformation and challenges of Digital Transformation.

- Digital Transformation – Key dimensions.
- The Application of Digital Transformation – Explore EMOI.
- Strategic Plan Process for DX Journey.
- Customer Experience Management and Omnichannel Example
- How to create a good customer experience strategy?
- Following top 10 Strategic Planning Best Practices.
- Digital Strategy Vs. Digital Transformation.
- Four main organizational goals for Digital Transformation Strategy.
- Digital Transformation Strategy and Planning – 10 Simple Steps.
- Digital Transformation Strategy – Business Framework.
- Digital Business Transformation Process.
- Four key pillars of Digital Transformation journey.
- Developing three core capabilities across various business domains.
- How to choose the right Digital Transformation Framework – Things to avoid.
- A Framework for Digital Transformation.
- Are you 'DOING DIGITAL' or are you a 'DIGITAL INNOVATOR'?
- Unit 1 Assessment.

### Unit 2 – Exploiting the Role of Analytics in Business

- Differentiating between analytics and business analytics.
- Understanding Data Mining.
- Eight main components of a typical Business Analytics dashboard.
- Business Analytics vs Data Analytics.
- Information Discovery and Visualization Environment.
- Types of Analytics and why analytics matter.
- Analytics mapping to the business applications.
- Elaborating Cognitive Computing.
- Cognitive Computing Framework.
- A Categorization of Analytical Methods & Models.
- Analytics Breadth to Enable Decisions.
- key benefits offered by Analytics.
- Key areas that organizations want optimizing through analytics.
- Why is Big Data and Analytics are important?
- Exploitation through the use of Big Data and Analytics that should be avoided.
- The Analytical Life Cycle.
- Use cases for big data analytics.
- How can we make sense of Big Data and Analytics – The Data Science Process.
- About the R Programming Language.
- Unit 2 Assessment.

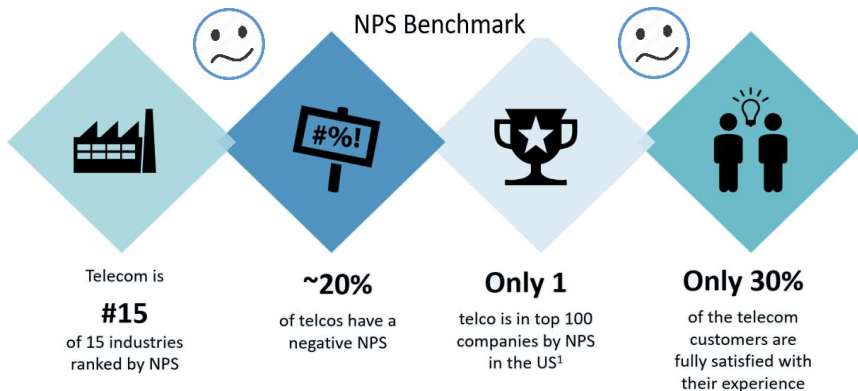


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## Target Audience for this course

- This course is designed for people who have the responsibility for any part of the customer experience journey within their organization that includes heads of marketing and other marketing support functions, marketing managers, brand managers, CX managers and CRM managers.
- This workshop is equally ideal for customers including, IT, Business and HR Leaders, Strategy builders and Planners, Architects and Business Analysts, Senior Technology Managers, Teams Leads, Enterprise Architectures and Project Managers, Technical Writers and anyone who want to equipped themselves with the key knowledge of Digital Transformation and Customer Experience Management.
- Learn why especially Telco Industry lag behind most industries in terms of Customer Experience and the overall strategy in optimizing their business CX strategy.



## Telcos lag behind most industries in terms of customer experience

- Research shows that in most industries, there is a strong correlation between a company's growth rate and the percentage of its customer who are "**promoters**" that is those who say they are extremely likely to recommend the company to a friend or colleague.
- Remember, unhappy customers who can damage your brand and impede growth through negative word-of-mouth.

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## Unit 3 – Demystifying Digital Ecosystem

- Digital Ecosystem defined.
- Digital Ecosystem for dynamic integration of digital channels – B2B.
- Why are Digital Ecosystems important?
- How does the Digital Ecosystem work?
- Digital Ecosystem Business Model.
- Benefits of Digital Ecosystems.
- Digital Ecosystem Business Platform Model.
- Technical Capabilities that must be supported by Digital Ecosystem.
- DE – Platform of Connected Systems and Connected Processes.
- Key Features of a Digital Ecosystem.
- Understand different Archetypes for Digital Ecosystem and Priorities across innovation portfolio.
- Steps in the Implementation of Digital Ecosystem.
- The Power of the Ecosystem.
- Six key drivers for the creation of Digital Ecosystems.
- Five key characteristics of a Digital Ecosystem.
- Knowing the Three Roles of Digital Ecosystem.
- Three types of Digital Ecosystem.
- The Digital Ecosystem Framework – Business & Technology perspective.
- Benefits of digital ecosystems – A shift is occurring.
- Present and Future Supply Chain Models – An Example.
- Benefits of digital ecosystems – A shift is occurring.
- Why do most Business Ecosystems fail?
- Digital ecosystem best practices.
- Digital Ecosystem Audits – An Important Consideration.
- Unit 3 Assessment.

## Unit 4 – Using Customer Experience Research Techniques and Tools

- Digital Transformation and Business Transformation Model.
- Setting up Digital strategy, metrics from performance and efficiency point of view.
- Creating a digital culture across the organization.
- Why a careful planning is a prerequisite to digital strategy.
- The importance of understanding business and your end-user client requirements.
- Barriers to achieving goals from Customer Experience Research PoV.
- Seven layers of a typical Customer Lifecycle Process.
- Understanding a typical Customer Lifecycle engagement.

- CX as a differentiator and its importance in our industry.
- How do you Analyze Voice of Customer?
- How to Measure Customer Satisfaction in 8 simple steps.
- Choose a type of customer satisfaction survey – CSAT, CES, and NPS.
- Understand Gauging Voice of Customer.
- Gauging VoC – Customer Effort Score, The New Experience Metric.
- Avoiding common NPS calculation mistakes.
- Using NPS data in different ways to benefit your business.
- NPS benchmarking by using different Customer Satisfaction Tools and Mechanisms.
- Avoid Common NPS calculation mistakes score.
- Using NPS data in different ways to benefit your business.
- NPS Benchmark and Customer Satisfaction Tools.
- Stages of "Voice of Customer" software.
- How to achieve Customer Satisfaction – Recommended Best Practices.
- Customer Effort Score – Customer Experience.
- Breaking Down Customer Effort – Knowing different types of efforts.
- Customer Journey Maps – Gauging Voice of Customer.
- Creating Customer Journey Map and Customer Journey Map – Illustration.
- A checklist for Developing Customer Journey Map.
- Understanding Customer Experience Index.
- Omni-channel feedback with added features for analyzing and tracking.
- Using Sentiment Index Analysis as a Tool to facilitate future planning.
- Five reasons why Self-Service options fail.
- Unit 4 Assessment.

Learn why most of the Self-Service options gets fail today and the overall consequences in terms of impact that it introduces in lowering down organizational targeted ROI and why happy customers are leaving the good brand during the mid of their customer lifecycle journey.

## Detail Information

|                                                                        |                                     |
|------------------------------------------------------------------------|-------------------------------------|
| Course Code                                                            | : TN214                             |
| Course Duration                                                        | : 2 Day Workshop                    |
| Course Location                                                        | : TLC, Online and Customer On-site. |
| Terms & Conditions                                                     | : 100% payment in advance.          |
| Course Deliverable: Comprehensive Student Guide and Course Certificate |                                     |

For additional information, please write to us at:  
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*Opportunities are made,  
not found*