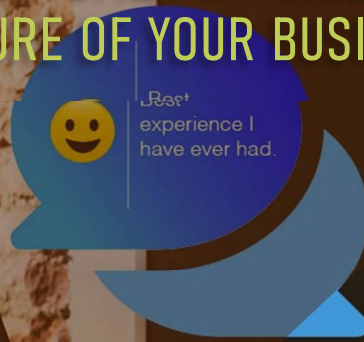


TRANSFORMING CUSTOMER EXPERIENCE (CX): SHAPING THE FUTURE OF YOUR BUSINESS

7 CPD UNITS



COURSE DETAILS

Great Customer Experience can increasingly drive loyalty, differentiation, and value, if you design and perfectly execute the right offering. This program provides the framework on leading and transforming Customer Experience and Design to achieve sustainable customer-centric business model. You will explore Customer Experience lifecycle, high Impact emotional motivators and McKinsey's blueprint on transformation through six core beliefs with practical examples to establish emotional connections in today's experience economy to meet consumer raising and evolving expectations. With hands-on approach, you will also cover emotional design thinking process, journey map, metrics, governance of customer feedback and transformation execution map given the recent shifts in consumer expectations and behaviors brought by COVID-19.

TARGET GROUP

This program is designed for CX Professionals and Managers, Sales and Marketing Executives, Customer Service Executives, HR Executives, SME Business Owners, CEOs & Senior Management, Product Managers, Operations Managers, Risk Managers, Customer Support Staff.

INSTRUCTOR ELISABETH KESTERLIAN-CORPORATE TRAINER

Elisabeth is a holder of a bachelor's degree in business administration and joined Reuters/Thomson Reuters Nicosia in 2007. She launched her first Customer Service Six Sigma project in 2013 through Siebel CRM to reduce responsiveness time to customers in Financial Services, FTSE London and MSCI. In 2016, she played a key role in migrating to the new generation Salesforce software solution, Service Cloud, and continued her journey with several projects in Data Quality Management with BlackRock, MSCI and HSBC. In 2017, Elisabeth refocused and empowered frontline teams in different locations to shift from a Service to an Experience mindset and eventually launched the first Experience Pulse project within Content Customer Operations team globally, leading and improving Net Promoter Survey (NPS) scores with key clients such as STOXX, MSCI, FTSE/LSE, JPMorgan, and others. As an advocate for great Customer Experience in Cyprus, Elisabeth continues her journey as a corporate trainer of professional development courses. She recently joined the Cyprus Mail and is also contributing to Cyprus 4.0, the fourth Industrial Revolution, a paradigm created by McKinsey Consultants and the World Economic Forum.

TOPICS TO BE COVERED

- Customer Experience and lifecycle
- High Impact Emotional Motivators
- Customer Journey Map
- Customer Experience & Design transformation six core beliefs:
 - Common Purpose
 - The most important journeys
 - Customer Expectations & Perceptions
 - Design Thinking - Emotional Design Thinking Process
 - Empower the frontline
 - Metrics & Governance
- Customer Feedback Process
- Customer Experience (CEM) vs. Customer Relationship Management (CRM)
- The Emotion Scale
- Customer Experience & Design Transformation Mapping



DATES & VENUE

NICOSIA

CYPRUS COLLEGE

11/03

FRIDAY

9.00-17.00

€190 + VAT

HRDA SUBSIDY: €119

DELIVERY METHOD

FACE-TO-FACE

PLEASE NOTE THAT DUE TO THE COVID-19 PANDEMIC, IN-PERSON PROGRAMS MAY SHIFT TO VIRTUAL FORMAT

LANGUAGE OF INSTRUCTION

ENGLISH