



*Training Course:
Certified customer experience professional*

*8 - 12 July 2024
Barcelona (Spain)
Grupotel Gran Via 678*

Training Course: Certified customer experience professional

Training Course code: RR235049 From: 8 - 12 July 2024 Venue: Barcelona (Spain) - Grupotel Gran Via 678 Training Course Fees: 5250 € Euro

Introduction:

The Certified Customer Experience Professional CCXP program is designed to equip individuals with the knowledge and skills required to deliver exceptional customer experience. This program is aimed at professionals who are responsible for customer experience management, including customer service managers, marketing professionals, and business owners. The CCXP program is globally recognized and is awarded by the Customer Experience Professionals Association CXPA.

Objectives:

The objectives of this training program are to:

- Provide an understanding of the principles and practices of customer experience management
- Equip participants with the skills required to design and implement a customer experience strategy
- Develop participants' ability to measure and analyze customer feedback
- Provide insights into the latest trends and innovations in customer experience management

Target Audience:

This training program is ideal for:

- Customer service managers and supervisors
- Marketing professionals
- Business owners and entrepreneurs
- Anyone responsible for customer experience management

Outlines:

Day 1:

Introduction to Customer Experience Management

- Understanding the customer experience
- Key principles of customer experience management
- The benefits of delivering exceptional customer experience

Day 2:

Designing a Customer Experience Strategy

- Identifying customer needs and expectations
- Developing a customer-centric culture
- Creating a customer journey map

Day 3:

Measuring Customer Feedback

- Understanding customer feedback channels
- Designing effective surveys
- Analyzing and interpreting customer feedback

Day 4:

Implementing a Customer Experience Strategy

- Implementing a customer feedback program
- Training employees to deliver exceptional customer experience
- Aligning customer experience with business goals

Day 5:

CCXP Exam Preparation and Review

- Overview of the CCXP exam
- Review of the CCXP exam competencies and skills
- Exam preparation tips and strategies
- Practice exam questions and answers

Registration form on the Training Course: Certified customer experience professional

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