

CUSTOMER EXPERIENCE MASTERCLASS

Voila Hotel Bagatelle

17th - 18th November 2022

Today's leading businesses know that winning in the experience economy, understanding that their customers are the innovators of their business and that customer-centricity are key success factors to provide one brand experience across multiple touchpoints. Customer Experience (CX) can no longer be on the bottom of the priority list in the digital age.

This course is designed to teach you how you can incorporate leading customer experience practices from CX trends, starting a CX Program, the tools, methods, techniques and strategies to set your business up to success.



COURSE OUTLINE:

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| Module 1:
Experience Economy | Module 11:
Overview of a collection of data & the technology landscape |
| Module 2:
The trends and state of CX | Module 12:
The 8 pillars of the infinity CX Strategy Framework |
| Module 3:
The art of creation starts with destruction | Module 13:
Innovation Interventions & Customer Observation |
| Module 4:
The Customer Experience Economy | Module 14:
Persona design |
| Module 5:
Cracking the consumer behaviour code | Module 15:
Customer journey and empathy mapping |
| Module 6:
The CX abyss | Module 16:
Identifying friction points & the moments of truth |
| Module 7:
CX ecosystem | Module 17:
Fundamentals of CX Innovation design |
| Module 8:
Channel Integration | Module 18:
3 types of CX Team programs |
| Module 9:
Decoding the 5 touch points online and offline | Module 19:
Case studies |
| Module 10:
Winning & losing customer experience journeys | |

COURSE OBJECTIVES:

By the end of the course, you will be able to develop a good understanding of fundamentals of CX and prioritise the CX Strategy framework to develop and maintain a clear roadmap to improve the overall brand experience across multiple touchpoints including how to identify customer signals and voice of the customers.

TRAINING METHODOLOGY:

Structured to be highly interactive, practical & participatory, packed with group exercises roundtable discussions, videos, case studies & simplifies complex topics in a non-geeky way.

WHO SHOULD ATTEND:

Marketing and Brand Teams, Leadership Development, Innovation Teams, Administrative Staff, Social Media Managers, Client Service Staff, Client Service Leadership Teams, Communication Specialists, Digital Marketers, C-Suites, Advertising Agencies, GMs, Head of Functions, Consultants, Content Specialists, Online Marketers, CX and UX Teams, CRM and Loyalty Teams.

TRAINER

Carmen Murray is the CEO of CARMEN MURRAY COMMUNICATIONS, a leading Modern Marketing Services company that applies robust approaches to help businesses become Future Fit™. She is the exclusive representative of The Connected Marketer™ in Africa. Murray currently serves on the Professional Body of Digital Practitioners in South Africa. In 2019 she was recognized by Meltwater as one of the top women in tech, Africa. Her unique spark and personality have her one of the Africa's most sought-after speakers. She's spoken at over 140 events in 20 countries. Carmen is the 2019 IAB Bookmarks Black Pixel Winner (Digital).



FEES AND REFUND

Rs 20,000 per participant. Course is MQA approved and company sponsored participants can get a refund up to 75% from HRDC. Fees include lunch and tea breaks for both days.

CONTACT US

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