

CX In four half days (plus a bonus session)

1 CX ELEMENTARY

- Memory: $m=f*a$
- CX, CE, EE and the usual mistakes
- Definitions and references
- Managing expectations
- Cases

2 CX SERVICES

- Understanding services
- Products vs services: "*the added value is in the interaction, not in the results!*"
- The TRUST formula
- Complaintmanagement
- Managing CX: recent psychological insights
- Cases

3 CX DESIGN

- Designing CX: the Customer Journey
- Learn to see
- *The engagement ladder*: what to do to engage
- Practical CX: 4*E to start with
- Examples
- Cases

4 CX METRICS

- Customer Satisfaction Surveys: wrong and right
- Modern alternatives
- Improving your own research
- *Evidence based customer experience*
- Cases

BONUS: CHANGE

- Typical change issues
 - Seven Rules for Effective Change.
 - Cases
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