INNOVERCE 365 ™

Transforming Your Innovation Capabilities to Commercial Realisation

CUSTOMER EXPERIENCE MANAGEMENT (CXM) DESIGN & INNOVATION MASTERCLASS

> " CX is the practice of designing & reacting to customer interactions to meet or exceed customer expectations & thus increase customer satisfaction, loyalty & advocacy "
>
> – Gartner

INNOVATION 360
Certified Gold Partner

ideation360

Duration: 2 Days

Objectives

Gain deep understanding of the concepts of Customer Experience to ensure your Customer Experience program is successful.

- Learn Innovation Management framework designed for CX
- Learn end-to-end Customer Experience Management (CXM)
- Learn to design your Customer Experience Journey Mapping
- Build a strong customer-centric culture in The Customer's Age
- Know success factors of innovation management framework to lead customer experience
- Voice of Customer: Design, collect, integrate, and present customer inputs to maximize business value

Who Should Attend

- Management
- Team Leaders
- Senior Managers
- Assistant Manager
- Marketing Department
- Corporate Communication
- Data Analyst
- Sales Team
- R&D
- Etc

Learning Outcomes

- Understand the overlaying emotion on current customer journey map
- Understand how to deliver beyond customers' expectation through innovation management with focus on the outcomes
- Understand Brand (Purpose, Essence & Promise), its inter-connection with CX, & its importance in influencing culture change among front-liners
- Understand the importance of CX – What disruption really is about & how it affects an organization
- Understand & create current customer journey map
- Know how to put the design/plan in action

Methodology

This is a practical workshop with many hands-on activities to allow participants to experience what they learn first.

- Lecture, role play, games, group discussion, lecture, design & innovation

Contact us for pricing:

IN-HOUSE TRAINING

PUBLIC TRAINING

VIRTUAL TRAINING

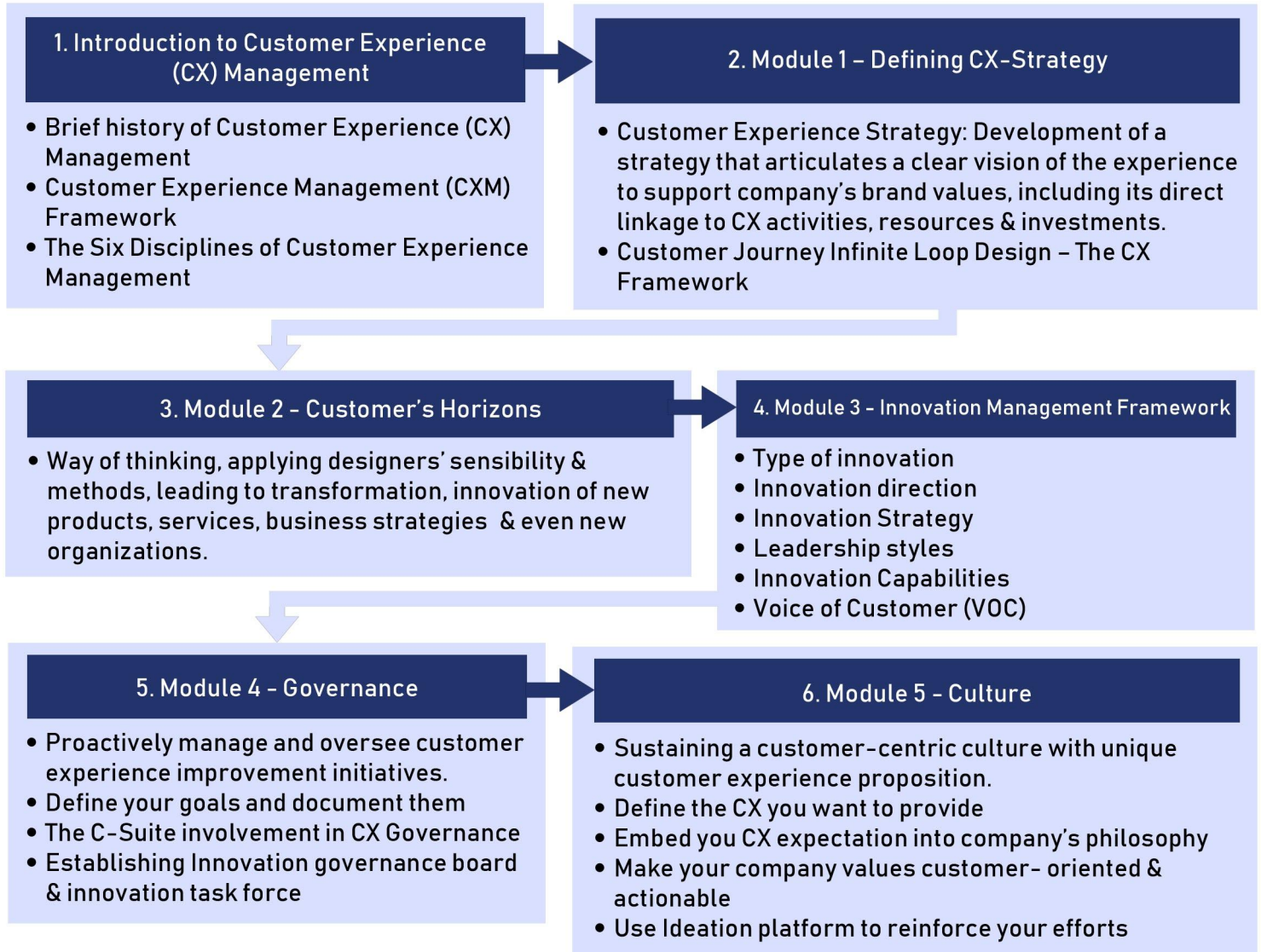✉ innovate@innoverce365.com

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Course Content

1. Introduction to Customer Experience (CX) Management

- Brief history of Customer Experience (CX) Management
- Customer Experience Management (CXM) Framework
- The Six Disciplines of Customer Experience Management

2. Module 1 – Defining CX-Strategy

- Customer Experience Strategy: Development of a strategy that articulates a clear vision of the experience to support company's brand values, including its direct linkage to CX activities, resources & investments.
- Customer Journey Infinite Loop Design – The CX Framework

3. Module 2 – Customer's Horizons

- Way of thinking, applying designers' sensibility & methods, leading to transformation, innovation of new products, services, business strategies & even new organizations.

4. Module 3 - Innovation Management Framework

- Type of innovation
- Innovation direction
- Innovation Strategy
- Leadership styles
- Innovation Capabilities
- Voice of Customer (VOC)

5. Module 4 – Governance

- Proactively manage and oversee customer experience improvement initiatives.
- Define your goals and document them
- The C-Suite involvement in CX Governance
- Establishing Innovation governance board & innovation task force

6. Module 5 – Culture

- Sustaining a customer-centric culture with unique customer experience proposition.
- Define the CX you want to provide
- Embed you CX expectation into company's philosophy
- Make your company values customer- oriented & actionable
- Use Ideation platform to reinforce your efforts

Our CX & Innovation Experts

DR. SATNAM SINGH, MAICD

Doctor of Philosophy (PhD), Engineering & Manufacturing Management, Dr. Satnam is an experienced and motivated Group Managing Director with expertise in business transformation, sales & revenue enhancement, governance, marketing & social selling.

DR. MURALIRAJ JAGANTHERAN

PhD in Operations & Quality Management, Dr. Muraliraj has over 10 years of varied working experience in multiple senior executive roles spanning across shipping, oil and gas, engineering service providers, Information Technology & Business Process Outsourcing.

SANTHAKUMARAN ATMALINGAM

A. Santhakumaran is a Customer Experience (CX) thought leader, keynote speaker, leader for training events in South East Asia with over 2 decades of corporate experience in multiple domains such as property development, telecommunication, international trade exhibition, customer loyalty engagement with local & global organizations.

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