Customer Experience (CX) Analysis Training

Duration: **3 Day**

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Overview

The need for organisations to continuously innovate and adapt their services to meet the ever-changing, and increasingly demanding, expectations of their customers is more of a challenge today than ever! A seamless service experience for the customer can have a huge impact on an organisation's reputation, customer acquisition and retention and indeed the company's overall growth. In the digital age, it has become critical to understand more about the organisation's customers and what motivates, delights and even annoys them.

Prerequisites

There are typically no formal prerequisites to take the A4Q CX Analysis certification.

Target Audience

This course is designed for:

- Business analysts
- Customer journey managers
- Business service designers (including business designers and service designers)
- Product managers
- User researchers

What You Will Learn

By the end of this course, learners will be able to:

- Tune in to organization's customers, action the insights and add value across multiple touchpoints.
- Analyse the organization's view of CX; the difference between CX and UX and why it matters; customer gains and pains and organizational maturity.
- Understand a seamless, positive customer journey with touchpoints across all digital platforms engages customers and improves customer satisfaction.
- Understand key customer experience analysis techniques for effective business service design