# Customer-Centric Culture & Customer Experience Management Training

Duration: **3 Day**

BİLGİNÇ
IT Academy
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## Overview

By the end of this training, participants will:
• Understand what customer experience is and why it's critical for businesses
• Gain the ability to map and analyze customer journeys
• Learn how to collect and analyze customer feedback
• Embrace the core principles and strategies for creating positive customer experiences
• Comprehend the importance of building a customer-centric culture
• Examine best practices from different industries
• Identify actionable steps to improve customer experience in their own business

**Methods:** Interactive presentations, case studies, group discussions, individual & team exercises, simulations, role-plays

## Who Should Attend

• Senior and mid-level managers
• Employees in customer experience, CRM, marketing, and sales departments
• Anyone interacting with customers
• Professionals seeking career advancement in customer-related roles

## Outline

### Day 1: Fundamentals of Customer Experience & Journey Mapping

**Morning (9:00 - 12:00)**

- Introduction and training objectives
- What is customer experience? Definition, evolution, and importance
- Why focus on CX? (Customer loyalty, profitability, brand reputation)
- Changing trends and customer expectations
- Good vs bad CX: Interactive discussion with real examples
- Customer loyalty and retention

**Lunch Break (12:00 - 13:00)**

**Afternoon (13:00 - 16:00)**

- Understanding the Customer Journey
- Stages of the journey (awareness, consideration, purchase, service, loyalty)

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- Creating customer personas (with exercises)
- Customer journey mapping techniques (individual & group work)
- Touchpoints & interaction analysis
- Identifying pain points and opportunity areas

## Day 2: Feedback Management & Creating Positive Experiences

**Morning (9:00 - 12:00)**

- Importance and sources of customer feedback
- Collection methods (surveys, interviews, social media, online reviews)
- Quantitative & qualitative feedback analysis
- Turning insights into actions
- Complaint management & retention strategies

**Lunch Break (12:00 - 13:00)**

**Afternoon (13:00 - 16:00)**

- Key elements of a positive customer experience (speed, convenience, empathy, personalization)
- Strategies to exceed expectations & proactive approaches
- Emotional engagement & trust building
- Omnichannel CX management
- Role of technology in CX (CRM, AI, automation)
- Case studies of successful implementations

## Day 3: Building a Customer-Centric Culture & Continuous Improvement

**Morning (9:00 - 12:00)**

- Organizational importance of customer-centricity
- Leadership role & vision alignment
- Employee impact on customer experience
- Creating and empowering customer-focused teams

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- Internal communication & collaboration
- Key CX metrics: CSAT, NPS, CES

**Lunch Break (12:00 - 13:00)**

**Afternoon (13:00 - 16:00)**

- Evaluating and measuring CX strategies
- Identifying and prioritizing areas for improvement
- Culture of experimentation & innovation
- Future CX trends (personalization, proactive service, AI, etc.)
- Designing your own CX improvement plan (individual task)
- Training wrap-up and evaluation