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LEADERSHIP
CENTER

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HIGH QUALITY

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VENUE: CAUDAN ARTS CENTRE | DATE: 03 – 04 AUGUST 2023

CUSTOMER EXPERIENCE MASTERCLASS

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 2-day training 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:

- Experience Economy
- The trends and state of CX
- The art of creation starts with destruction
- The Customer Experience Economy
- Cracking the consumer behavior code
- The CX abyss
- CX ecosystem
- Channel integration
- Decoding the 5 touch points online and offline
- Winning & losing customer experience journeys
- Overview of collection of data & the technology landscape
- The 8 pillars of the infinity CX strategy framework
- Innovation interventions & customer observation
- Persona design
- Customer journey and empathy mapping
- Identifying friction points and the moment of truth
- Fundamentals of CX innovation design
- 3 types of CX team programs
- Case studies

EXPECTED OUTCOME:

By the end of the course, participants will be able to develop a good understanding of fundamentals of CX. They will learn to prioritize 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.

FEES AND REFUND:

Rs 20,000 per participant. Course is MQA approved and company sponsored participants can get a refund of up to 75% from HRDC.

Fees include lunch, tea breaks and training materials.

TARGET AUDIENCE:

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.

TRAINING METHODOLOGY:

Interactive and participatory, including presentation and facilitation by the trainer with group exercises, roundtable discussions, video clips, case studies and debriefing. Participants will gain both theoretical and practical knowledge of the topics. The emphasis is on the practical application of the topics and as a result participant will go back to the workplace with both the ability and the confidence to apply the techniques learned to their duties.



TRAINER: CARMEN MURRAY

Carmen Murray is the CEO of CARMEN MURRAY COMMUNICATIONS, a leading Modern Marketing Services company that applies robust approaches to help businesses 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).



CONTACT US:

T: 465 0288/ 5 706 6741

E: director@clcl.mu / training@clcl.mu

W: www.clcl.mu