

# € TRAINING

ISM Endorsed Customer Experience CX and  
Brand Activation Professional

A photograph of four smiling professionals in a meeting. A woman in a black top and necklace is in the foreground, looking towards the camera. Behind her are three other people (two men and one woman) in white shirts, looking towards the right. The background is a blurred office setting. A large blue curved graphic element is overlaid on the top and right sides of the image.

25 - 29 November 2024  
Amsterdam (Netherlands)



# ISM Endorsed Customer Experience CX and Brand Activation Professional

REF: V2051 DATE: 25 - 29 November 2024 Venue: Amsterdam (Netherlands) - Fee: 5565 Euro

## Introduction:

Everything you require to establish a customer-centric culture and develop a practical customer experience framework for your business is covered in this training program. By focusing on the subject, you will be able to determine your customer service efficacy, develop CX strategies, evaluate your CX projects, and identify areas for improvement.

## Program Objectives:

At the end of this program, the participants will be able to:

- Secure repeat business and company growth, specify the extent of customer service, and assess its efficacy.
- Understand customer experience management can help you design outstanding customer experience programs and react to shifting consumer expectations.
- Develop customer experience strategies and employ empathy to produce appealing goods and services and positive customer encounters.
- Identify issues, develop solutions, and implement corrective measures, evaluate customer experience performance.
- Establish a customer-centric culture, and improve customer experience processes.

## Targeted Audience:

- Customer service.
- Marketing.
- PR.
- Communications.
- Sales.

## Program Outlines:

Unit 1:

Customer service effectiveness:

- Customer service definitions and Understanding the customer's problem.
- The current customer mindset.
- Top 10 reasons hindering CX improvement.
- The effect of improving CX and The secret sauce for CX effectiveness.
- Building an uplift service culture.
- Measuring customer service effectiveness.

## Unit 2:

### Fundamentals of customer experience:

- Steps to creating a great CX program.
- Adapting to changing consumer expectations.
- Diagnosing your company's CX problems.
- Core elements of a great CX and Identifying CX killers.
- The role of empathy in CX and The brand proposition and CX.

## Unit 3:

### Deploying your CX Plan:

- Define a customer strategy while creating customer personas and identifying employee personas.
- Differentiate between business processes and customer journeys, mapping out the customer journey and understanding touchpoints.
- Develop a journey map and lay the foundations of experience design, including emotion-mapping touchpoints.
- Enhance digital customer experience by auditing websites and digital marketing initiatives, setting digital metrics for improvement.
- Establish standards for the digital shopper experience and explore examples of CX digitization.

## Unit 4:

### Measuring and sustaining CX:

- Measuring your CX program's performance.

- Sustaining customer experience.
- Customer experience improvement methods.

## Unit 5:

### Brand activation and CX:

- Definition of brand activation and Importance of brand activation.
- Activation versus experiential marketing.
- Creating and engaging a brand activation program.
- Metrics for brand activation campaigns.
- Types of brand activation.
- Brand activation real examples.