€TRAINING

Customer Experience Management CEM

16 - 20 March 2025
Cairo (Egypt)

Customer Experience Management CEM

REF: V2776 DATE: 16 - 20 March 2025 Venue: Cairo (Egypt) - Fee: 3520 Euro

Introduction:

Customer Experience Management CEM has become a critical element in building customer loyalty and improving business outcomes. This training program aims to deepen participants' understanding of key concepts and strategies used to manage and enhance the customer journey, delivering superior value at every touchpoint.

Program Objectives:

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

- Understand the advanced frameworks and methodologies for managing customer experiences.

- Analyze and optimize customer touchpoints across multiple channels.

- Implement customer feedback mechanisms for continuous improvement.

- Develop strategies for personalized and empathetic customer interactions.

- Drive customer-centric innovation and digital transformation initiatives.

Targeted Audience:

- Mid-level marketing professionals.

- Customer service managers.

- Product managers.

- Customer success and support leaders.

- CRM specialists.

- Business analysts working in customer relations.

Program Outline:

Unit 1:

Understanding the Customer Journey:

- Key Components of the Customer Journey.

- Mapping Customer Touchpoints and Interactions.

- Identifying Pain Points and Opportunities.

- Customer Journey Analytics.

- Improving Journey Consistency Across Channels.

Unit 2:

Customer Feedback and Insights:

- Gathering Customer Feedback techniques Surveys, NPS, etc..

- Analyzing Customer Data for Actionable Insights.

- Customer Sentiment Analysis Techniques.

- Leveraging Feedback for Continuous Improvement.

- Building Feedback Loops to Enhance CX.

Unit 3:

Personalization and Customer Engagement:

- Importance of Personalization in Modern CX.

- Segmentation and Customer Profiles.

- Crafting Tailored Experiences Across Channels.

- Importance of Building Emotional Connections with Customers.

- Metrics to Measure Engagement Success.

Unit 4:

Digital Transformation and CX Technologies:

- Role of Technology in CX Enhancement.

- Implementing CRM and CX Management Tools.

- AI and Automation in Customer Service.

- Self-service Platforms and Omnichannel Solutions.

- Future Trends in CX Technology.

Unit 5:

Customer-Centric Culture and Innovation:

- Embedding a Customer-Centric Mindset in Teams.

- Employee Engagement and Its Impact on CX.

- Innovating Products and Services Based on CX Insights.

- Aligning Customer Experience with Business Goals.

- Developing a CX Strategy for Long-term Success.