

# CUSTOMER EXPERIENCE (CX4.0) ASSOCIATE



**Duration:** 5 days

## Course Overview:

Whether engaging with customers directly or offering self-service support options to your customers, focussing on delivering the best customer experience reduces churn and increases revenue - leading to better returns.

Customer experience are growing in importance as customers increasingly expect businesses to be consistently available on various channels, not just over the phone. This can be found in retail outlet, restaurants, entertainment hubs and even tourism industry.

The multichannel approach allows candidates to foster and create a better customer experiences by refining customer service, increasing efficiency and improving their insights into their customers' behaviours and needs. From managing different stakeholders (customers included) to having a positive thinking attitude to provide the best Customer experience (CX 4.0) as an associate consultant.

## Who Should Attend?

Business leaders and decision makers, including C-level executives, project managers, HR leaders, Marketing and Sales leaders, and technical sales consultants.

## Pre-requisite

Should have a working knowledge of general business concepts and practices.

- Must be able to write in English and Bahasa.
- Must be able to converse in English and Bahasa.
- Must be a good Listener and patient.

## Course Outlines

### **Day 1:**

#### **Module: Fundamental of Customer Service.**

This module aims to create the awareness on the importance of providing quality customer service, identifying the keys to customer satisfaction and the importance of creating positive first impressions.

- Fundamentals of Customer Service
  - Introduction to Customer Service
  - Creating positive first impressions
  - Keys to Customer Satisfaction
  - Elements of great customer service
  - Stages in Customer Service Interactions
- Practical (Hands-on)
  - Role Play as Team of 4 in Scenarios
  - Assessment by Team members
  - Key Takeaway Point

### **Day 2:**

#### **Module: Having a Customer Service Mindset.**

This module is designed to emphasize on the importance of having a customer service mindset as a foundation for providing excellent customer service and also to sharpen the participants' personal image which will boost their self-esteem and confidence needed to work in the service industry.

- Creating a Customer Service Mindset
  - Definition and importance of Customer Service Mindset
  - Self-motivation for professional & personal success
  - Grooming for Success
- Practical (Hands-on)
  - Role Play as Team of 4 in Scenarios
  - Assessment by Team members
  - Key Takeaway Point



**Day 3:****Module: Managing Difficult Stakeholders.**

In this module, participants will learn techniques & strategies to manage difficult customer interactions face-to-face and over the telephone. They will develop communication skills on emphatic listening, assertive speaking and learn how to diffuse anger and conflict using emotional intelligence.

- How to Manage Difficult Stakeholders
  - Behaviour styles of stakeholders (boss, supervisor, sub-ordinate) = customers
  - Handling dissatisfied and difficult customers
  - Using Emotional Intelligence to manage difficult customers
- Practical (Hands-on)
  - Role Play as Team of 4 in Scenarios
  - Assessment by Team members
  - Key Takeaway Point

**Day 4:****Module: Customer-Centric Communication.**

This module aims to raise awareness of the elements required in communicating with customers to create a positive, professional customer experience. Participants will understand what it takes to communicate effectively with customers in face-to-face and over-the-phone situations and via social media through appropriate use of language, tonality, rate of speech and pitch.

- Customer-Centric Verbal Communication
  - Principles of Effective Communication
  - Vocal components: Voice, Pace & Tone
  - Six Steps to Customer Delight
  - Language for Positive Customer Interactions
  - Written communication via social media channels
- Practical (Hands-on)
  - Role Play as Team of 4 in Scenarios
  - Assessment by Team members
  - Key Takeaway Point

**Day 5:****Module: Power on Positive Thinking & Attitude**

Overview:

How we think affects how we feel, our environment and indirectly the conditions of our life in every way. Our mind is a powerful, latent force. We have within us the capability to achieve the outcomes that we deserve and desire, the only restriction being our own selfimposed conditioning and belief systems.

**Power on Positive Thinking**

- Contrasting positive and negative thinking
- Self responsibility
- The conditioned mind

**Power on Positive Attitude**

- Mission statements
- Goal Setting and Right Attitude
- Coaching
- Practical (Hands-on)
  - Role Play as Team of 4 in Scenarios
  - Assessment by Team members
  - Key Takeaway Point