



Create and Develop EPIC CX in your Business:

The Future of Transformational Customer Experiences

Breaking the CX Breakthroughs

A One Day Interactive Seminar with

ALEX MEAD

An expert on CX Transformation & its Impact on the Bottom Line!

Alex is a high energy, thrice awarded, thought leader in customer experience management and he creates bold, innovative CX strategies, leading teams to deliver the very best levels of customer service across all channels. He talks to CX Leadership across Asia and Europe, interested in hearing about new long term customer experience leadership & transformation opportunities - the bolder, the braver, the better!

Recipient of Frost & Sullivan's Global Thought Leader Award for Customer Experience, Alex is a global Leader for Customer Experience strategy & design across all traditional & digital touch-points.

A specialist in Customer Experience Metrics and customer touch-points, Alex has delivered keynotes and presentations at various global Conferences and CX Summits including CCW Europe, Global Customer Festival UK, and the International Web Summit at Lisbon as a distinguished speaker at the biggest tech event in the world.

Working around the globe

with over 20 countries delivers outstanding customer service & experience results, across a range of sectors and environments.



Alex Mead holds expertise in the following areas:

- Customer Service, Contact Centres, Operations
- Customer Experience Transformation
- Digital Innovation, Omni channel Strategy
- CRM Implementation & Design
- BPO Outsourcing & Offshoring
- CSAT, Net Promoter Score Improvement

SEMINAR AGENDA

Introductions and Objectives:

Today's customer is extremely well aware of available choices not only of product features and pricing options, but also of processes, customer contact centers, after sales services and returns.

Smart companies study the customer experience of their own and competitive products and services to improve their brand experience. They gain insights from the customer to design improvements in their own processes, systems and architecture on the one hand and their product delivery and customer experience on the other.

Date: **9th October, 2019**
Venue: **Karachi Marriott Hotel**

Date: **10th October, 2019**
Venue: **Islamabad Marriott Hotel**

Seminar Fee

Registration Charges

PKR 38,500 /-
plus tax

(Group discounts are available
for groups of 3 and more)

Please Call at

0321-5544882

0334-9991333

saira@tni-pk.com | info@tni-pk.com
www.tni-pk.com

454 D, Street 12, Phase-VI, DHA, Lahore



HR CONSULTANTS

What is Customer Experience and why is it so important?

- A clear definition of what is meant by Customer Experience Management
- What does great customer experience truly look like to your customers
- EPIC CX – a summary of the fundamentals of excellent CX
- How to assess your company's current Customer Experience performance

Group Exercise 1

Assess your own company's current CX Delivery

What should be in a Customer Experience Transformation programme?
Where should you start?

- How to set a high level CX Vision within your organisation
 - How to gain Executive commitment
 - How to get your employees engaged and excited
- CX Transformation- What needs to be included?

Digital Transformation within CX

- What do customers want from their digital experiences?
- How you can create this
- How to design digital self-Help & digital contact
- The fundamental structure and framework of Contact & Self-Help categorisation
- How to introduce Webchat and Chatbots effectively, and when not to use them.

Group Exercise 2

Create your own high level digital CX Framework

Omnichannel Strategy in CX

- What is omnichannel and what it should mean for your business and your customers
- How to create and deliver great customer experiences across all channels
- CX Technology outline and the importance of the right CRM platform

CRM within CX

- The 3 fundamental rules of CRM within CX
- How CRM & Digital need to work together
- How to integrate your voice platforms into CRM

Employee Experience

- Why is the Employee Experience linked so tightly to the Customers Experience ?
- EX measures that need to change to deliver great CX
- What is the right Employee Experience culture required to deliver great CX ?
- How should Customer contacts actually be managed?

Group Exercise 3

Create your framework for the right Employee performance

Who Should Attend:

This course is for all senior and mid level who want hands on knowledge on the latest updates in CX and applying these principles in their respective domains:

- Service Quality Managers, Customer Service professionals
- Customer Experience Management professionals,
- Brand Managers
- Sales Management
- HR professionals seeking to enhance knowledge on EX