

INNOVATE THE CUSTOMER EXPERIENCE

(This programme is conducted in partnership with SQ Centre)

DESCRIPTION

This unit covers the knowledge and application skills in identifying the elements that forms customer expectations so as to provide the desired customer experience that is line with the organisation's vision, mission and values. It covers various methods to design, innovate and translate the desired customer experience into a service operations plan.

TARGET PARTICIPANTS

- Vice President
- Customer Experience Directors
- Regional Directors
- Marketing and Comm. Director

DURATION

2 days (16 hours)

LEARNING OUTCOMES

- Interpret customer intelligence to determine desired customer experience
- Innovate the desired customer experience in line with the organisation's vision, mission and values
- Translate the desired customer experience into a service operations plan
- Evaluate impact of desired customer experience

COURSE CONTENTS

- **Interpret customer intelligence to determine desired customer experience**
 - Collect customer intelligence from sources such as surveys, CRM systems, reports on customer personal and geographical demographics
 - Identify customer needs and expectations in relation to products and services
- **Innovate the desired customer experience in line with the organisation's vision, mission and values**
 - Define desired customer experience to include elements such as physical settings, five senses, policies, staff expertise and personalization
 - Employ various methods to innovate the customer experience such as service blueprints, customer life-cycle maps, five whys and service prototypes
- **Translate the desired customer experience into a service operations plan**
 - Define the operational objectives and service standards based on the desired customer experience
 - Identify the changes required in the processes and policies to deliver the experience

BUSINESS FUTURE

C O N S U L T I N G

- Provide the necessary support such as manpower resource, technology and physical environment
- **Evaluate impact of desired customer experience**
 - Establish criteria for evaluation, such as customer satisfaction level, service quality measurements
 - Evaluate against benchmarks such as organisational requirements or industry and national indices

LEARNING METHODOLOGY

- Mini-lectures
- Group discussions
- Role-plays
- Quizzes
- Videos

ASSESSMENT

Participants are required to undertake assessments which may take the form of:

- Learning journal
- Role-play
- Oral question

Participants who fulfill all requirements will receive a Statement of Attainment (SOA) issued by the Singapore Workforce Development Agency (WDA).

COURSE FEES

WDA-funded Course Fee*	:	\$250.38 nett
Full Course Fee	:	\$834.60 nett

All fees stated are inclusive of 7% GST.

(*70% course fee support for Singaporeans/SPRs only. Conditions apply)