


A hand is shown placing a wooden block with a simple smiley face (two dots for eyes and a curved line for a mouth) on top of a stack of other wooden blocks. The background is blurred, showing more blocks and a hand. A large, semi-transparent blue circle with a gold-colored inner ring is overlaid on the right side of the image, containing the event title.

The CUSTOMER EXPERIENCE MASTERCLASS

 Training Date : **(24 - 25) / 1 / 2022**

 Venue : **Millennium Hotel**

 Time : **9.00 am - 4.00 pm**

 Price : **550 JOD**

1. TARGET GROUP

The Customer Experience Masterclass with Stefan Osthaus is a high-caliber management education event with one of the industry's top thought leaders.

The event is ideal for:

- **Executives** needing to understand the elements of a CX strategy.
- **Heads of Marketing or Customer Service** who want to initiate or improve the CX program driven by their function.
- **Customer Experience practitioners** who need to learn or expand the skills required for their jobs.

2. CONCEPT

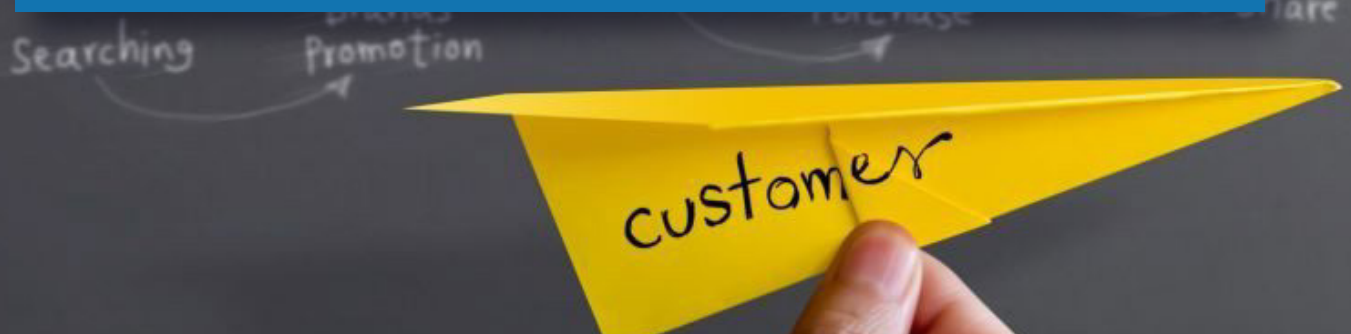
Expert knowledge with implementation guarantee – now you can finally learn the basics of Customer Experience and implement them right on schedule for your own company!

The CX Masterclass with Stefan Osthaus is aimed at those who want to further develop their knowledge about best practice disciplines, tools, techniques, and methods in the field of customer experience that are used around the globe.

All participants of the CX Masterclass can create their own personal development plan and apply the acquired knowledge immediately in their organization.

3. DURATION

The CX Masterclass with Stefan Osthaus is available as a one-day or two-day event, depending on the amount of case studies covered. We offer the CX Masterclass as public events open to individual registrations as well as inhouse events exclusive to a particular organization or government entity.



4. AGENDA

During the Customer Experience Masterclass with Stefan Osthaus, we will cover all main aspects of introducing a Customer Experience program in a medium to large organization.

Topics include (based on a two-day masterclass):

Day 1

1. Strategy

Customer centricity is not the only possible corporate strategy ... but the most sustainable:

- What is Customer Experience and why does CX matter now?
- Expectations drive satisfaction.
- The Inside-Out Outside-in Model:
 - Customer requirements: Effect, emotion, and effort.
 - Dimensions of corporate reality: Product, process, and peopleGroup Exercise: How can you win?
- The CX Maturity Model.
- The ROI of Customer Experience.
- Documenting the status-quo:
The role of assessments in experience strategies.

2. Culture

How to create an empowered culture for customer centricity:

- Customer Experience is an attitude – not a department!

- Common characteristics of customer centric brands.
- Creating a culture that drives superior financial performance.
- Top tips to enable culture change.

3. Organization

How to set-up a CX team in different phases of program maturity

- Organizational CX Implementation.
- Roles & Responsibilities.
- Evolution of organizational set-ups in different maturity phases.

4. Governance

How to ensure that findings from the CX program lead to organizational improvements:

- From data to insight to action: How to ensure swift action based on VoC feedback.

Day 2

1. Voice-of-the-Customer programs

How to effectively and efficiently listen to your customers:

- Implementation phases based on organizational Readiness.
- A pragmatic start into your VoC: Exploration.
- Exercise: Where could you apply the method of exploration in your business?
- The Customer Journey.
- Customer Journey Mapping Group exercise: how to build a customer journey map and what to do with it.
- Automation of your VoC program.

2. Employee Experience

CX and EX, two sides of the same coin:

- The 4P of Employee Experience.

- Voice of the Employee: The Great People Index™.

- Employee Suggestion Programs that work.

3. How to turn data into insight and into action?

4. Other CX/EX topics per participants' request.

5. Throughout the 2 days:

Numerous case studies and group activities.

Material: CX Masterclass digital workbook – included in the participation fee.



5. MASTERCLASS ELEMENTS

Beyond the agenda the CX Masterclass with Stefan Osthaus offers a wealth of opportunities to scale-up the knowledge of team members, acquaint leaders with the principles of customer centricity, network with peers from different industries, work on real-life cases, and discuss your organization's individual challenges.

6. CUSTOMER INSTITUTE CERTIFIED

The Customer Institute is an independent not for profit organization. Experts, practitioners, authors, and educators from the field of customer centricity make up the institute's board of directors as well as the much larger group of contributors to their research and tool development.

Our experience5 CX Masterclass is certified by the Customer Institute as meeting or exceeding industry best practices in management education. Participants will receive a participation certificate reflecting this Customer Institute certification.

7. YOUR FACILITATOR

Stefan Osthaus is one of the industry's top thought leaders and consultants. He has been a leader in Fortune 500 companies for more than 15 years and has held global responsibility for the customer experience of 120 million customers as well as the employee experience of tens of thousands of employees.

Stefan now helps leading organizations around the globe to combine their Customer and Employee Experience practices and treat them as two sides of the same coin. Stefan is also president of the Customer Institute, a global keynote speaker, and an insightful author.



SELECTED REFERENCES



FOR REGISTRATION

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