

The Customer Experience and Insight (CXI) Research Group presents

Competing on Customer Experience

A workshop

Join us on this three-day workshop | 22–24 October

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Customer expectations for a seamless and engaging customer experience have increased drastically over the past few years. The biggest challenge facing companies is keeping pace with those rising expectations in the physical and digital environments.

For executives and leaders, developing the most optimal customer experience improvement strategy is a daunting task.

It isn't about improving everything that a customer touches but improving the most important touch points that lead to the best performance and financial outcomes.

Managing the customer experience has become the most important priority for companies operating in a competitive marketplace. This program helps a wide variety of businesses develop transformative and innovative strategies to compete and win with the customer experience.

Program topics

Competing on Customer Experience provides a strategic perspective at the best methods to deliver the most engaging and satisfying experience to the customer. We believe that learning by doing is most engaging and effective. In this program, you'll learn through engaging case study discussions, hands-on activities, sharing insights with a diverse cohort, and working through relevant exercises.

Topics include:

- Inspire the customer experience 'inside the company'
- Develop customer centricity and eliminate silos
- Identify and understand important metrics to improve the customer experience
- Apply the 9-step the customer experience journey mapping technique
- Identify areas of improvement, simplification, and cost containment along the CX journey
- Understand the impact and opportunity of mobile and digital during the CX journey
- What's next? Gain knowledge about the future of CX

Workshop details

Dates

Tuesday 22 October – Thursday 24 October 2019

The days will run from 9am to 5pm with meals provided.

Location

Swinburne Centre, Richmond Football Club

Cost

Early Bird (27/09/2019) AUD \$3,500 inc GST

Full Registration AUD \$4,200 inc GST