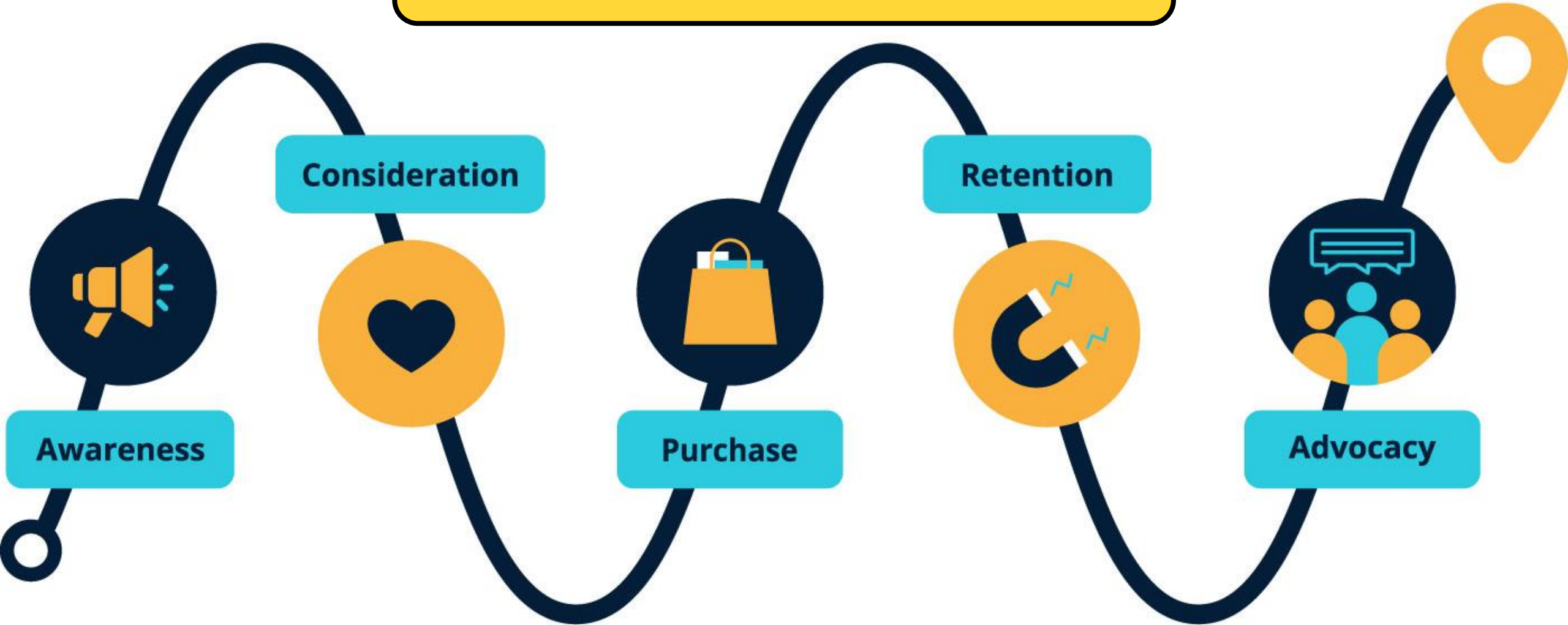


# CREATING A POSITIVE CUSTOMER EXPERIENCE

## 01-DAY TRAINING



**BY: SYED FAIZAN AHMAD**

# PREAMBLE

*You won't have many chances to get it right. One in three consumers (32%) say they will walk away from a brand they love after just one bad experience.*

*According to a 2022 report from Research and Markets, the global customer experience management market size is expected to reach \$38.98 billion by 2030*

*Human interaction matters now & 82% of U.S. and 74% of non-U.S. consumers want more of it in the future. Regardless, the technology supporting human interaction must be seamless*

*According to an Oracle study, 74% of senior executives agree that customer experience affects a customer's will to be their dedicated advocate. So, companies should invest to keep their customers loyal!*

*58% of consumers believe Customer Experience is a deciding factor when making buying decisions and choosing one brand over another.*

*Speed, convenience, helpful employees, and friendly service matter most, each hitting over 70% in importance to consumers.*

*CX also influences on-the-spot purchasing, too - as 49% of buyers have made impulse purchases after receiving a more personalized experience*

*customers are willing to pay a price premium of up to 13% (and as high as 18%) for luxury and indulgence services, simply by receiving a great customer experience.*

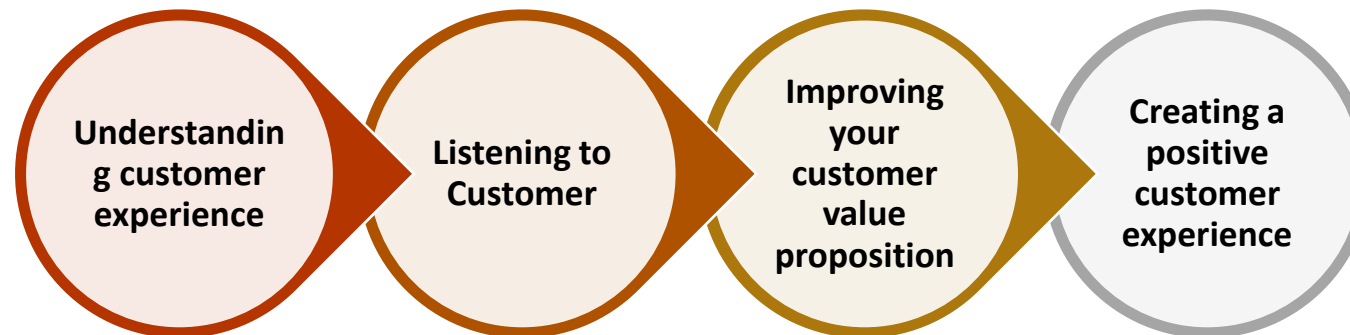
*To connect with visitors online, businesses need to use the right building blocks that align with their goals and meet visitors' expectations.*

# JOURNEY PROGRESS GRID

*The scope of this learning program covers a core focus on developing a transformational shift towards positive customer experience & continuously delivering it to get sustained results over longer intervals.*

*The overall training program is divided into 04 pillars starting with understanding customer experience which includes customer experience alongside customer journey mapping. 2<sup>nd</sup> Pillar focuses on Listening to the customers where we will cover importance of VoC and NPS, how they can be gauged appropriately by Include open-text feedback in surveys. Third pillar focuses on improving your current value proposition through orchestrating the Ecosystem by making appropriate adjustment, focus on personalization, reducing friction and adopting a top-down Approach. Last pillar covers improvement in customer services, Importance of having omni-channels mindset, empowering employees alongside usage of technology as a catalyst of change. We will be covering each learning intervention with activities; role plays and case studies for better comprehension and onwards utilization.*

*Target audience for this program include customer service professionals, customer service leadership teams, customer experience professionals, customer operation teams alongside key internal stakeholders like business finance , Sales Professionals, Sales Team Leads, Supply chain Professionals.*



# OBJECTIVES

*Understanding customer experience is crucial. It helps businesses make customers feel valued, ensures efficient service, encourages feedback, and reduces friction. This leads to customer retention, attracts new customers, and builds a profitable, long-lasting relationship. It's a win-win for both the business and its customers.*

*Listening to customers is vital. It provides valuable feedback, helps improve offerings, solves specific problems, and enhances overall customer experience.*

*Improving your customer value proposition is essential. It differentiates your offerings, drives sales, builds a customer base, and enhances marketing strategies. It's a strategic tool that influences customer decision-making, fosters loyalty, strengthens relationships, and rallies your team. Ultimately, it's key to business success*

*Creating a positive customer experience is crucial. It builds brand recognition, increases customer retention, and boosts sales. It fosters loyalty, encourages brand advocacy, and enhances overall lifetime value. Ultimately, it leads to a sustainable, profitable business and a win-win relationship with customers*

## SESSION TIMELINE

- 09:00 to 09:15 *Introduction & context setting*
- 09:15 to 09:45 *Understanding Customer Experience with demonstration.*
- 09:45 to 10:15 *Customer journey mapping with case studies*
- 10:15 to 11:00 *Listening to what customers are saying about you?*
- 11:00 to 11:25 *Voice of customer & Net promoter score, activity and demonstration*
- 11:25 to 11:35 *Tea Break*
- 11:35 to 12:05 *Improving your customer value proposition with case studies.*
- 12:05 to 12:25 *Orchestrating the Ecosystem with activity and demonstration*
- 12:25 to 13:00 *Role of Leadership (Adopting top-down approach) with roleplay.*
- 13:00 to 14:00 *Lunch and prayer break*
- 14:00 to 14:30 *Use of Technology in delivering better customer experience with roleplay.*
- 14:30 to 15:00 *Customer service improvement journey with roleplay.*
- 15:00 to 15:30 *Six levels of customer service, activity and demonstration.*
- 15:30 to 16:00 *Embracing Omni-Channel Mindset with case studies.*
- 16:00 to 16:10 *Tea Break*
- 16:15 to 16:45 *Value Ideas and Empowering your employees with activity and demonstration.*
- 16:45 to 17:15 *Certificates distribution , Q/A , Feedback & Close out*

# LEARNING METHODOLOGY



Peer Learning



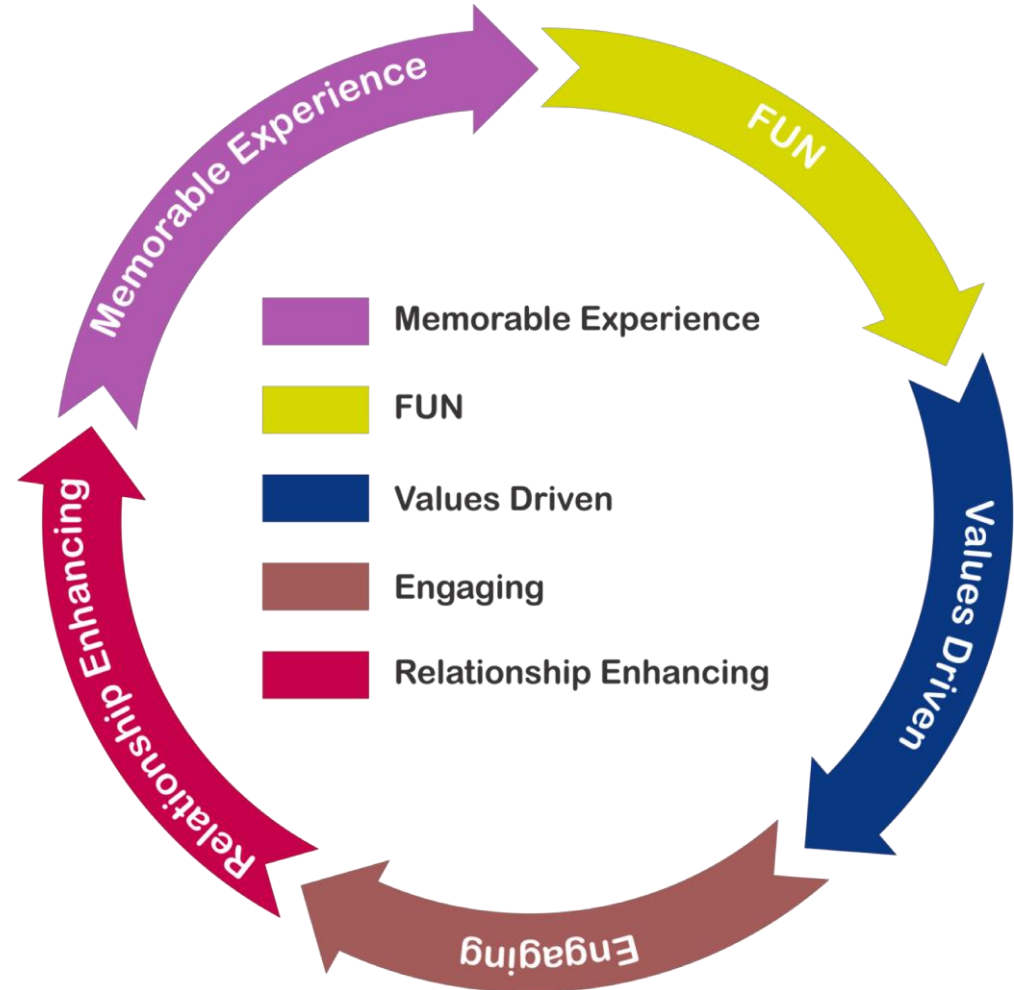
Reflective



Recall Anchors



Gamifying





# SYED FAIZAN AHMAD

*Syed Faizan Ahmad is a Corporate Trainer, Seasoned Consultant & Executive Coach. He holds a 13+ years progressive experience on driving results from Sales Strategies and transforming Lives by upskilling Individuals & Organizations. He also has a working experience in Commercial Excellence, Dealmaking, Negotiating, Cost Optimization, Value Generation, Supply Chain Strategic Planning, Supply Chain Integration & Optimization through multiple Techno-Commercial roles.*

*Commercial delivery through selling is his forte and he has successfully delivered approximately \$45Million in Sales for 09 years. He also successfully delivered \$40 Million cost optimization projects (OPEX Projects) & \$10 Million Value generation projects (CAPEX Projects) for Fuels Supply Chain during his last role as Country Supply Chain Integrator in a highly competitive market for 3 years. During his career span he got associated with Fortune 500 companies namely Shell, ExxonMobil and GE*

*For the past 4+ years, he has been empowering individuals and executives through corporate training & Executive Coaching to achieve their desired objectives through time-bound coaching interventions, He has 147+ hours of overall coaching expertise. Apart from Let's rise, he is also working with Zest experience, Institute of Financial Markets Pakistan and Pakistan Society of Training & Development (PSTD) as an experienced Corporate Trainer & Executive Coach.*

**Educational Qualifications:** BE Mechanical NED University Karachi, EMBA Marketing - SZABIST Islamabad, Certified Digital Marketing - IDM Pakistan, Certified Professional Coach (CTA UAE)

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**Syed Faizan Ahmad**

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