



## AFRICAN ADVANCED LEVEL TELECOMMUNICATIONS INSTITUTE (AFRALTI)

### TRAINING WORKSHOP OUTLINE

<b>Title:</b>	<b>Customer Experience Management (CEM)</b>
<b>Dates:</b>	<b>5<sup>th</sup>-6<sup>th</sup> February 2018</b>
<b>Duration:</b>	<b>2 days</b>
<b>Venue:</b>	<b>AFRALTI, Nairobi, Kenya</b>

#### Course Overview

Organisations in the Postal and Courier industry operate in a very competitive and highly connected and globalised market place. Managing their customer experiences effectively offers an opportunity for Postal and Courier operators to differentiate themselves and to add tangible business value to their organisations. The workshop will cover all aspects of Customer experience management (CEM) from understanding what shapes customer interactions to the implementation framework that will translate the knowledge into an organization-wide CEM strategy. The participants will learn to manage their Customer experiences holistically.

#### Target Audience

Officers working for Postal and Courier operators in customer facing roles as well as well back office staff who impact on the experience delivered to customers.

**Pre-requisite:** Basic Knowledge in postal and courier services and operations.

#### Pain Points:

Some of the challenges that face the Postal sector include:

- Changing consumer needs
- Need to improve quality of service
- Declining revenues and mail volumes
- Need to embrace Information Communication Technologies

#### Value Proposition

The training module covers everything companies in the Postal and Courier industry need to understand, create and manage their customer experiences at all channels. Specifically embracing CEM as a companywide strategy in these organisations will lead to:

- Strengthened brands through differentiated experiences.
- Increased revenues from increased sales from current customers and new ones.
- Improved customer loyalty through valued and memorable customer interactions.

- A reduction in costs by reducing customer churn.

### **Methodology**

The course will be delivered through a combination of power point presentations, case studies, discussions and group presentations.

### **Workshop Objectives**

The key workshop objectives are to:

- Explain the fundamentals of Customer experience management
- Develop skills in managing customer experiences effectively
- Explain how to craft a CEM strategy so as to manage customer experiences holistically.

### **Workshop learning outcomes**

At the end of the workshop participants will be able to:

- Apply the principles of customer experience management to their work
- Design effective CEM strategies and initiatives
- Apply relevant tools and models in designing the best CEM practice to their organisation.

### **Workshop Topics**

Module 1: Introduction to Customer Experience Management

- Definition of Customer Experience

Module 2: Customer's Journey with your Organization

- Introduction to touch-points
- The breadth of the Customer Experience Lifecycle
- Multichannel linear experiences
- Determining current customer touch points

Module 3: Customer Value insights

- Emotional engagement
- Different levels of customer value
- Subconscious values
- Types of Customer Research
- The power of positive memories
- Customer segmentation

Module 4: Customer Experience Strategy

- Difficulties and challenges: Silos or lack of cross-departmental exchange
- Organizational alignment and buy-in from the leadership to individual contributors
- Employee engagement: Communicate the need for a memorable customer experience

## Module 5: Continuous Customer Experience Management

- Customer Insights Program
- Sources of customer insights
- Establishing Key Performance Indicators
- Information sharing
- The Customer Experience Management function

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