

Course : Putting the customer experience at the heart of your marketing strategy

tools and best practices

Practical course - 2d - 14h00 - Ref. EMK

Price : 1360 € E.T.



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BEST

This training will enable you to differentiate yourself from your competitors by building lasting customer loyalty and developing additional sales. The internal culture will be customer-focused, and faulty operational processes will be repaired on the basis of customer feedback.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understand the challenges and benefits of customer experience in order to implement it.
- ✓ Use customer feedback to repair existing processes and co-construct new offerings
- ✓ Share and create internal programs
- ✓ Creating customer experience governance
- ✓ Build a customer journey by identifying interactions

Intended audience

Directors and managers of customer experience, marketing, quality, support centers or customer services.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

Practical application based on professional cases. Exchange of best practices.

Course schedule

PARTICIPANTS

Directors and managers of customer experience, marketing, quality, support centers or customer services.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

1 The fundamentals of customer experience

- Define the customer experience discipline.
- Implement the customer experience within the company.
- Realize the value of the customer experience.
- Understand that prospecting is the beginning of the customer experience.

Storyboarding workshops

An overview of the different customer experience strategies implemented, based on examples.returnchariot

2 Customer experience priorities

- Take different dimensions into account.
- Measure customer experience and assess the situation within the company.
- Understand the different levels of customer experience.
- Set the ambition and define the stages of implementation.
- Situate yourself as a company and put it into practice.

Exercise

Evaluate the level of customer experience in your company.

3 Customer experience culture

- A value-sharing system to enhance the customer experience.
- Strategy and customer commitments: defining the company's direction.
- Sharing with the whole company.
- Conditions for success, associated tools and programs.

Group discussion

Sharing programs to develop the employee experience.

4 Listening to customers

- Listening to customers: the customer experience.
- Feedback sources: collecting customer feedback.
- Use feedback: prioritize customer feedback.
- Continuous process improvement.

Exercise

Design a continuous process improvement process. Presentation.

5 Customer experience design

- Experience design: identifying customer and company interactions.
- The buyer persona: an ideal customer.
- A seamless customer experience.
- Key moments when the company needs to be present.

Exercise

Draw up a customer journey and define a persona.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

6 Customer experience data

- Know how to select and process customer data.
- Turning detractors into promoters.
- Managing the customer experience: governance.
- Measure progress on customer experience projects.

Exercise

Create a customer dashboard.

Dates and locations

REMOTE CLASS

2026 : 25 June, 24 Sep.

PARIS LA DÉFENSE

2026 : 25 June, 24 Sep.