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**Team Power International**  
Where Your Winning Future Begins

**LEADERS IN APPLIED  
INTERACTIVE TRAINING**

**CS07E**



**In-House  
Training**

## MANAGING THE CUSTOMER JOURNEY

Ensuring that many more customers become advocates  
that help promote your company



### OVERVIEW



### PRIMARY OBJECTIVES & BENEFITS

Understanding your customer and how they interact with your business directly and indirectly is critical in driving improved value, repeat business and longevity of relationship. To deliver this and to be able to create a communication strategy which builds a conversation with your customers, this course will help participants to visualize current and planned customer journeys and the key touch points across different marketing channels.

So, where do you start when looking at your business and the journey a customer takes in the initial phases of a decision-making process and in follow-up phases as the relationship builds? This course will provide advice and guidance to participants on the key steps to mapping their customer's journey.

#### *This workshop will help participants to:*

1. Explain the importance of influencing each phase of the customer journey.
2. Name their customer segments and create personifications for each.
3. Explain why clear and consistent standards are the key to sustainable success.
4. Describe the seven levels of relationship that we can have with customers.
5. Explain why problems and complaints are actually golden opportunities that must be managed with excellence.
6. Describe why first impressions at each contact-point and phase of the journey are pivotal moments.
7. Produce a personal action plan.



### WHO SHOULD ATTEND?

This workshop is designed to meet the needs of anyone who wishes to become even more successful in helping ensure customers have great experiences



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## Module 1 - Understanding The Psychology Involved In Being A Customer

- The unique experience of being a customer
- Our own experiences of being a customer
- Why companies lose customers
- The challenges and opportunities inherent in the breadth of our customer segment divergence

## Module 2 - The Seven Phases Of The Customer Journey

- An overview of the customers journey
- Exploration of phases one to four
- Phase five - securing return business
- Phase six - increase customer advocacy
- Phase seven, the brand sustaining goal

## Module 3 - Why Companies Lose Customers And How To Effectively Manage Those Aspects

- Exploration - why companies lose customers
- Root causes behind lost customers
- How to install and implement effective countermeasures

## Module 4 - An Exploration Of Customer Journey Case Studies

- Customer journey case studies
- Identifying moments of truth in each case
- Diagnosing the individual, team and organizational flaws in each case
- Evaluating preventative principles and resolution options

## Module 5 - How To Ensure That Customers Consistently Experience Joined-Up Journeys

- Mapping the journeys of all your customer segments
- An exploration of the different needs and desires of each customer personification
- The three most common challenges of interdepartmental working

## Module 6 - The Competencies Required To Ensure Consistently Great Customer Journeys

- Identifying the knowledge, skills and attitudinal competencies required for success
- Mapping competencies against the customer journey
- Finalize personal action plans

## PROGRAM HIGHLIGHT

**Duration:** 3 days  
**Date:** To be Agreed with the Client Organization  
**Timing:** 8:30 am to 2:30 pm daily  
**Venue:** Suitable & fully equipped venue  
 (to be provided by Customer)  
**Notice required:** 10 working days

**Language:** English or Arabic  
**Material:** Participants will be provided with high quality handouts  
**Certificates:** Certificates of Completion shall be provided to participants upon successful attendance of the training program  
**Fees:** Inclusive of facilitator's fees, materials and certificates