Customer Needs Analysis

Course objectives:

At the end of the training program, participants will be able to:

- Defining the scope and definitions of customer experience.
- The ability to create a customer-centric strategy.
- Customer journey design skills.
- Knowledge of customer experience indicators and ways to measure them.
- Skills to improve customer experience and feedback.

Course Outline:

- Learn about the concept of customer experience and its history.

- Knowledge of customer experience strategies.

- Customer journey components and design.

- Providing trainees with the skill of measuring the success of the customer experience.

- Clarifying the cultural change program for the customer experience.

- Customer experience application skills

Management *   * إداري | Technical *   * فنّي | Safety *   * سلامة | Certified *   * معتمد