

# Customer Experience Modeling, Analysis and Design

## Measuring Customer Satisfaction

**This course provides participants with the key concepts, terms, methodologies, and techniques to map, model, analyze and design customer experience.**

Learn best practices in customer experience modeling and design. Gain a thorough understanding of customer experience management. Understand how to lead customer experience modeling and design at your organization. Learn a structured approach to understanding, analyzing and designing processes to focus on customer experience.

*"I thought the content on the course was excellent and really backs up the customer side of BPM." – Workiva, Inc.*

Customer experience is receiving increasing management attention as organizations rediscover that it costs far more to acquire a new customer than to keep an existing one. With roots going as far back as total quality management, many B2C and some B2B organizations are increasing their emphasis on improving their customers' experience. An increasing number of firms have mapped the customer experience or modeled the entire customer journey. Some have appointed chief customer officers (CCOs) and/or formed a Customer Advisory Board (CAB) to serve the customer more attentively, and some have appointed a Vice President of Customer Experience. This class will help you understand how delivering customer experience is about more than just measuring customer satisfaction. Participants will learn specific techniques such as customer journey maps and journey models, customer focused measures and the use of Net Promoter Score (NPS) to improve performance for both customers and shareholders. The importance of shifting management attention from how an organization is structured to how the organization delivers an outstanding customer experience will be outlined as this involves a fundamental change in culture. Success requires attention not only to customer focused metrics, but also on models, accountability for managing the customer experience and reward systems.

### WHO SHOULD ATTEND:

- Senior Managers in Operations and IT
- Business Process Managers
- Business Process Analysts

- Business Modelers
- Business Analysts
- Business Architects
- Line of Business Managers

### COURSE OUTLINE:

- An overview of concepts and principles
- The case for customer experience management
- CEM and IT
- Modeling
  - Customer Journey Mapping
  - Customer experience measurement
- Customer focused analysis
  - Key steps
  - Key principles
  - Pitfalls and how to avoid them
- Customer centric process design
  - Key steps
  - Key principles
  - Design pitfalls and how to avoid them
- Accountability
  - The Chief Customer Officer (CCO)
  - The CEM community
- Summary

### RECOMMENDED PREREQUISITES:

- BPM 101

### SHARABLE, PRINTABLE DIGITAL CREDENTIALS:



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### 1-DAY FACE-TO-FACE — 1 EIGHT HOUR SESSION

**Instructor-led classroom**  
Credits: 6.5 CDU/CEU/PDU credits  
Cost: Starting at \$895 - login for rates

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**Live Instructor-led virtual classroom**  
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**Self-paced, on demand, available 24/7/365**  
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