



# CERTIFIED CUSTOMER EXPERIENCE

Practitioner | Expert | Strategist

Announcing

## CX PRACTITIONER

CII Certified  
Customer Experience  
Practitioner

4 Sessions  
Time : 2.00 – 5.30 PM



Digital Session

Driving CX through Customer Experience Management Framework to build ONE - Organisation in both belief and behavior, across the Value chain of the customer journey



**CX PRACTITIONER**  
CII Certified  
Customer Experience  
Practitioner

Driving CX through Customer Experience Management Framework & Global Practices to build ONE Organisation in both belief and behavior

### WHO SHOULD ATTEND?

Professionals, Large & MSME from Manufacturing and Service Sectors, who want to understand the importance of Customer Experience Journey, understand the different aspects of managing customer experience and implement in their respective organisations.

### FEE

CII Member : Rs. 12000/- + GST 18%  
Non Member : Rs. 13500/- + GST 18%  
SMB / Academia : Rs. 10000/- + GST 18%  
10% Discount for 3 and above nominations from the same organizations

### KEY OUTCOME

- Understand Cx and Value chain
- Understand the steps to implement Cx
- Learn the Engagement mechanisms with customers to get their satisfaction/experience
- Understand the influence of Technology for better Cx

Online Test will be held on the last day of the programme

# BROAD CONTENT

- Customer Experience Overview
- Understanding Value -Design & Deliver
- CII IQ Excellence Framework for Managing Customer Experience
  - Overview
  - Framework Structure
  - Framework Categories
  - Practices & Results
  - Assessing the Customer Experience Journey
- Case Study based group exercises
- Engagement Process for Better Cx
- Gathering Customer Experience -Key Approaches
- Creating an Approach for Cx & Delivering value

Customer experience has emerged as the single most important aspect in achieving success for all organisations, regardless of its size, sector, products and business models. Building a customer centric culture to provide value adding, positive customer experience consistently across the value chain is one of the major challenges faced by all organisations.

Customer experience is the outcome of an interface between the customer and the organisation, including extended arms of its value chain at all stages of the customer life cycle. Crafting a great customer experience requires to build an effective customer experience strategy and build a customer centric culture across the value chain to become One Organisation, both in belief and behaviour.



*Despite a mandate to create a differentiated and innovative customer experience (CX) strategy that will drive business growth, over 70% of CX leaders struggle to design projects that increase customer loyalty and achieve results*

- Gartner Survey 2019

ENHANCE YOUR KNOWLEDGE ABOUT VARIOUS ASPECTS OF CUSTOMER EXPERIENCE AND GET RECOGNISED THROUGH THE CII CERTIFIED CUSTOMER EXPERIENCE CERTIFICATION PROGRAMS



## CII CERTIFIED CUSTOMER EXPERIENCE STRUCTURE



### CX PRACTITIONER

CII Certified Customer Experience PRACTITIONER



### CX EXPERT

CII Certified Customer Experience EXPERT



### CX STRATEGIST

CII Certified Customer Experience STRATEGIST

## FACULTY PROFILE



### KRISHNAN P M

Principal Counsellor  
Business Excellence &  
Lean Six Sigma

Krishnan is involved in Counselling, Training and Assessment in the area of Business Excellence, based on globally recognised excellence frameworks since year 2010. He is actively engaged in the administration of prestigious CII-EXIM Bank Award for Business Excellence and CII Award for Customer Obsession. He is closely working with many large corporates and public sector enterprises, facilitating their improvement programs, excellence journey and organisational transformation. Krishnan is a certified Master Black Belt and a Senior Member of ASQ, with three certifications.