

Quality at the service of the customer experience



QST-22 2 Days (14 Hours)

Description

Improving perceived quality and working on the customer experience is one of the new projects for the Quality Manager. Beyond product compliance, beyond the process approach, this work orients the quality system on what experiences, on what the customer really perceives through these interactions with your company. These two days of training allow you to build an action plan resolutely aimed at enthusing your customers throughout their journey.

Who is this training for ?

For whom

Director, Quality Manager. Responsible for customer experience. Marketing Manager. Customer relations manager.

Prerequisites

- This training requires knowledge of the principles of quality management systems.

/div>

Training objectives

- Build your customer journey and associate it with a continuous improvement plan to strengthen the customer experience.
- Apply operational tools.

Training program

Avant le présentiel

- A self-diagnosis.

Les enjeux de la qualité perçue et de l'expérience client

tel: (+212) 5 22 27 99 01

whatsapp: (+212) 6 60 10 42 56

email: Contact@skills-group.com

Image not found or type unknown
email: Corner of bd Abdelmoumen and rue Soumaya, Shehrazade 3 Residence, 7th floor N° 30, Casablanca 20340, Morocco

Image not found or type unknown
email: [We are at your disposal](#) De Lun - Ven 09h00-18h00

- The scope of the customer experience on the customer journey.
- From expected quality to perceived quality: aiming for customer enthusiasm.

Décrire le parcours client

- Link the customer journey to company processes.
- Reason multichannel and personae.
- Associate customer expectations and their expectations at each key stage. emotions" .
- Secure the route, establish the prevention plan, check its effectiveness.

Améliorer la satisfaction des clients sur son parcours

- Measure perceived quality: surveys, NPS, CES, audits and mystery shoppers.
- Define progress objectives, formalize your action plan.
- Optimize relationships with the customer along the way: best front office practices.
- Dealing with dissatisfied customers, managing social networks.
- Identifying seduction expectations: aiming for "wow!" effect. Create a competitive advantage.

Après le présentiel - Mise en œuvre en situation de travail

- Available online: a tool to build your customer journey and after face-to-face, a personalized activity that will allow you to translate it into a work situation.