

Blueprinting Customer Experience

INTRODUCTION

Creating a delightful Customer Experience is a priceless asset to build a successful business. To achieve supreme level of Customer Experience, organisations will have to constantly realign their business processes to better meet those expectations. Through partnering with organisations, Service Quality (SQ) Centre strives to translate your Customer Strategy into specific Business Process and establishing service standards that would translate into desired returns. Our consultants will guide your organisation through the blueprinting process, appreciating the uniqueness and individuality of each organisation.

OBJECTIVES

Learn the skill of developing exceptional customer service experience beyond the industry standards.

Upon delivering the blueprints, our consultants will develop implementation plans and assist your organisation to roll-out the initiatives. These initiatives will align your organisation's Key Business Processes and Key Result areas to the Strategic Intent.

Our consultants will equip, facilitate and impart Process Improvement Knowledge to the organisation so that there would be continuous improvement.

CONTENT OUTLINE

- Review Corporate Wide Customer Strategy
- Review Customer Segments & Develop it (if necessary)
- Identify & Blueprint Customer 'Touchpoints'
- Blueprint New Processes aligned to the corporate customer strategy
- Develop and Improve Key business processes or Reengineer Key business processes (where applicable)
- Fail-safe touchpoints
- Set service standards
- Develop implementation plans

TARGET AUDIENCE

All process owners and decision-makers.

DURATION

Full scale consulting engagement » 3 – 6 months
Advisory based engagement » 3 months
Creating awareness » 2 days workshop*



* NOTE - This 2-day course also offers consulting options.