



COMMONWEALTH
TELECOMMUNICATIONS
ORGANISATION

Transforming Customer Experience

1 - 8 JANUARY 2018, PORT OF SPAIN, TRINIDAD & TOBAGO

Overview

This course is designed to introduce participants to leading-edge approaches to transforming customer experience and designing and applying frameworks that can be used to transform your organisation.

More at
WWW.CTO.INT/TRAINING

For more information contact us on
+44 208 600 3800



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Overview

This course is designed to introduce participants to leading-edge approaches to transforming customer experience and designing and applying frameworks that can be used to transform your organisation.

Target audience

This training is ideal for executives as well as individual contributors who are responsible for improving customer experience and are looking for a more practical, disciplined approach to use within their organisation.

Objectives

To be delivered over five-days, the course aims to:

- Build customer centricity.
- Develop a stronger appreciation for customer experience competencies by applying a framework for evaluating those experiences.
- Build and sustain great customer experience in different environments.
- Provide a clear understanding of customer experience best practices.
- Map and improve customers journey.

Target audience

This training is ideal for executives as well as individual contributors who are responsible for improving customer experience and are looking for a more practical, disciplined approach to use within their organisation.

Course outline

Learn leading-edge approaches to transforming customer experience by applying frameworks that can be used to transform your organisation.

Building customer-centricity

- Key principles of customer experience and understanding the organisational competencies for sustaining great performance.
- Develop a stronger appreciation for customer experience competencies by applying frameworks for evaluating those experiences.

Reinforcing great experiences

- Build and sustain great customer experience in different

environments.

Understanding customer experience best practices Become a customer experience change agent

- Understand the key principles for driving customer experience improvements across the organisation.

Identify your organisation's customer experience strengths and weaknesses

- Gauge your customer experience maturity using customer experience competency and maturity model.

Evaluate experiences from the customer's perspective

- Systematically evaluate experiences using the TEMKIN Group SLICE-B methodology.

Improve and design experiences

- Learn how to apply concepts like TEMKIN group's people centered experience design and develop feedback, metrics and measurements that reinforce customer experience goals and objectives.

Create customer journey maps.

- How to create and use customer journey mapping, which is a valuable customer experience tool.
- Learn the key elements of an effective customer journey map and go through some of the steps for developing a draft customer journey map.

Incorporating design personas

- The importance of design personas and how to create them.

Mapping and Improving Your Customers' Journey

- Every customer is on a journey, yet companies treat each customer interaction as if it's an isolated event. To improve customer experience, organisations must understand and cater to their customer's entire journey.

Use customer journey maps

- Develop a plan for getting immediate and long-term value from CJMs inside your organisation

Drive actions with customer journey maps

- Explore ways to improve customer experiences based on moments of truth identified in customer journey maps.

Lead internal sessions

- Take away templates and guidance for leading customer journey mapping sessions in your organisation.

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Become a customer experience change agent

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Identifying your organisation's customer experience strengths and weaknesses

- Gauge your customer experience maturity using customer experience competency & maturity model.

Evaluating experiences from the customer's perspective

- Systematically evaluate experiences using the SLICE-B methodology.

Improve and design experiences

- Learn how to apply concepts like the people centered experience design and develop feedback, metrics and measurements that reinforce customer experience goals and objectives.

Engage employees in the transformation

- Learn how employee-engaging transformation model provides a blueprint for enlisting the hearts and minds of your employees.

In his role as a business process consultant for TMG Consultancy Ltd, Mr Ngwasiri has previously delivered highly assessed PDT projects in Papua New Guinea, Mozambique, South Africa, Trinidad and Tobago, Kenya, in sales and marketing, customer service, human resource management, and talent management and knowledge development.

Trainer profile

Christopher Ngwasiri

Christopher Ngwasiri is a career lecturer in further and higher education with specialism in management, marketing, international business and human resource management. Chris holds an MBA (City Business School), MA in marketing (London Metropolitan University) PGCE (University of Greenwich), MPhil in education management (University of Greenwich). In his long and varied career in these areas, Chris' associations include:

- Senior lecturer and examiner for the Chartered Institute of Marketing.
- Senior trainer, fellow and membership director of The Association for the Advancement of Management Education
- Fellow of the Institute of Commerce.
- Internal verifier for the Institute of Administrative Management (IAM).
- Head of curriculum development at London Computing and Business College.
- Director of studies at Cranbrook Business School, Slough.
- Principal of Bliss College, Ilford Essex.
- Teaching fellow at Bedfordshire University.
- Currently senior lecturer at GSM/Plymouth University.

Transforming Customer Experience



Registration Form

Personal Details

Mr/Mrs/Ms/Other _____ First Name _____ Last Name _____
 Job Title _____
 Organisation _____
 Address _____
 City _____ Postcode _____ Country _____
 Tel. _____ Mobile _____ Fax _____
 E-mail _____
 Authorising Line Manager's Name _____
 Authorising Line Manager's E-mail _____

Event ID: _____

REGISTRATION DEADLINE

30 December 2017

3 SIMPLE WAYS TO REGISTER!

Fill in and fax this form back at
+44 20 8600 3819

Call the programme team at
+44 20 8600 3800

E-mail the programme team at
programmes@cto.int, quoting the course
"Event ID" above.

NEED HELP?

Call us now on +44 20 8600 3800
or e-mail the Programmes team at
programmes@cto.int

Payment Options

1. Select Delegate Rate

	Early bird rate on or before 1 December 2017	Early bird rate after 1 December 2017
CTO Members	<input type="checkbox"/> £1,200	<input type="checkbox"/> £1,000
Others	<input type="checkbox"/> £1,500	<input type="checkbox"/> £1,300

2. Payment Mode (choose from either Invoice, Bank Transfer, Cheque, or Credit Card)

Invoice
Invoice me at the above address
 (Discounts do not apply, payment
 must be received by us prior to the above
 event's start date)

Bank Transfer
To: Coutts & Co., 440 Strand, London WC2R 0QS, UK
 A/c Name: CTO; A/c Number: 83675071
 Reference: GB72COUT18000208367507
 Sort Code: 18-00-02; Swift Code: COUT GB22

Cheque
Cheque enclosed,
 payable to "CTO HQ"

Credit Card: Visa / Mastercard (circle as appropriate)

Card Holder's Name _____

Card Holder's Billing Address (if different from above) _____

Card Number

Valid From _____ Expiry Date / 3-digit security code on back of card

Signature

Date _____ Name _____ Signature _____

Additional Information

To help us improve our services to you and your organisation, please tell us more about you and your organisation.

Your role in the organisation

Strategic/executive
 Planning
 Control
 Operational

Your organisation type

Government
 Regulator
 Operator
 Manufacture
 Other

Your area of work in the organisation

Business development
 Corporate affairs
 Customer service and care
 Engineering and technical management
 Financial, purchasing and investor relations
 IT/IP management
 Marketing and sales
 Public relations and corporate communications
 Regulatory and legal affairs
 Telecoms network management
 Human resources
 Other

Your organisation's service areas

Fixed network/services
 Mobile/wireless network/services
 Satellite network/services
 Internet
 Broadcasting
 Value-added services
 Support
 Other service

Summary Terms and Conditions

The CTO will endeavour, as can be reasonably expected, to ensure that the course is delivered to meet delegates' expectations. Registration is subject to availability and payment received by the deadline where specified, or else before the course start date, whichever applies. Dates may be subject to changes. Travel, accommodation, daily transportation to venue, subsistence and other costs are the sole responsibility of the delegate and are not included in the above fees. Applicants are responsible for their visa arrangements and other formalities wherever required. Course bookings may be cancelled at the discretion of the CTO or its partners. Applicants paying by bank transfer are responsible for bank charges and any other such costs and should ensure the exact amount in GBP Sterling is credited in the CTO bank account. Applicants requiring additional information prior to their booking should ensure they provide sufficient time before the booking deadline. Cancellation rules apply, as summarised below. For a full version of our Ethical Framework or our Terms and Conditions, please visit our website at www.cto.int

Cancellations / Refunds

For delegate cancellations/withdrawals, the following refund rules apply:
 - 31 days or more prior to event: the full amount less a handling charge of 10% or a minimum of £55, whichever applies
 - 30 days or less prior to event: no refund
 For CTO cancellations/withdrawals, delegates are entitled to a 100% refund within 60 days of the withdrawal/cancellation.
 Refunds will be made by bank transfer only.

Data Protection / Privacy

The CTO does not sell, rent or lease its customer information to third parties. We may, from time to time, contact you on behalf of a third party/partner about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information e-mail, name, address, telephone number is not transferred to the third party/partner. In addition, we may share your information with trusted partners to help us perform statistical analyses, send you by e-mail or postal mail, provide customer support, or arrange for deliveries or other such services. All such third parties are prohibited from using your personal information except to provide these services to the CTO and they are required to maintain the confidentiality of your information.

Fax it back to +44 20 8600 3819, or return to the CTO at programmes@cto.int.