

The time to become a Leading-Edge company is *now!*

CUSTOMER EXPERIENCE MANAGEMENT

Increase Revenue and Decrease Customer Churn

Program Overview

Customer Experience Management (CXM) is a fairly comprehensive means of auditing your customers' entire experience. The process addresses the full spectrum of their wants and needs. You want customers to view your company as a *value* to them, which leads to more sales, profits, a better aligned strategy in the marketplace, and helps to ensure sustainability. Research suggests that companies who offer the best all-around customer experience reduces customer churn and increases customer referrals.

Session Overview

What is Customer Experience Management and Why is It Important for Firm Survival and Growth?

- What is Customer Experience?
- What is Customer Experience Management?
- Why is CXM so important?
- Establishing Connections and Participation with Customers
- Economic Distinctions
- The Four Stages of Economic Value
- Examples of Companies with Good CXM

High Value Behavior vs. Low Value Behavior

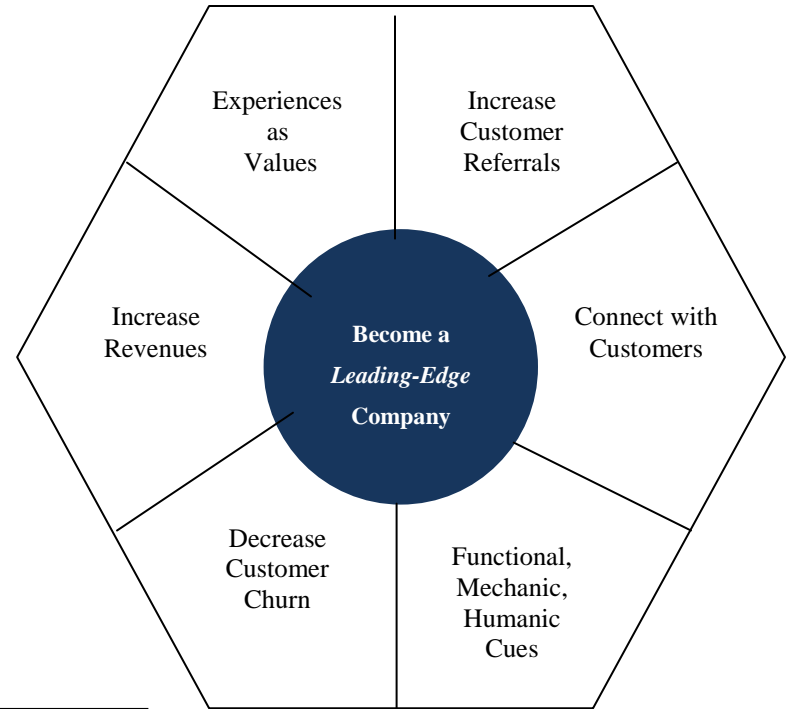
- High Value Behavior vs. Low Value Behavior
- The Learning Curve Model
- Productivity
- High Payoff Activities
- Resources
- Relationships

Understanding the Three CXM Cues

- The Evolution and Implementation of CXM
- Developing a CXM Model
- The Three Critical Areas
- **What are Functional Cues?**

Understanding the **Mechanic Cues**

Understanding the **Humanic Cues**



Each session includes (star in middle)
Engagement Exercise
Lesson Activity
Action Plan
Goal-Setting
Feedback & Discussion

Gaining Your Competitive Edge

- Continuous Improvement
- How to Initiate Change
- How to Accelerate Change
- How to Make Change Stick
- Resources
- Relationships

Putting Closure on the Program and Launching Your Own CXM Model

- Back to the Statistics and Importance of CXM

Appendices:

- ~ CXM Importance Sheet
- ~ Energy Drains
- ~ What is Your Time Worth
- ~ CXM and Collaboration

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