



HOWTOEXPERIENCE ACADEMY Training & Accreditation

A two-day course giving you access to assessment models, methodologies and tools needed to design and deliver successful customer experience programmes. Part of the HOWTOEXPERIENCE ACADEMY accreditation programme. You can gain full accreditation through delivery of the tools in your organisation.

Use our online steering wheel to identify the activities your organisation should be taking, and as importantly the priority order. Improve your customer interaction; find out how to increase your customer delight scores; and by implementing our tools, achieve growth in market share and revenue.

Who should attend?

- New CE Managers
- In-House CE Teams
- Marketing Managers
- Insight Managers
- Retail Managers

Next Open Course

28 & 29 April 2010

For more details,
Contact
Diane Addison
dianea@howtoexperience.com



“A fantastic framework!

I wish it had been around when I first became a CE Director. It would have saved me a lot of time.”

Jayne Hall, previously CE Director, Vodafone UK



Day 1

- Deep dive into the HOWTOEXPERIENCE ACADEMY Steering Wheel
- Create the Story of your organisation
- Create your own Customer Journey Maps
- Define your own Value at Stake model
- Identify the Brilliant Basics and Magic Moments that will define your customer experience

Day 2

- Prioritise activities
- Action planning
- Engaging stakeholders in transformational change
- Measurement for success
- Keeping the momentum going

On an individual level, the course will give you access to some of the most successful customer experience programmes, methodologies and tools. For teams, the CEM accreditation course gives a platform for open discussion and an opportunity to create a common language to help you kick start your customer experience programme.

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For more information please email Di Addison, dianea@howtoexperience.com

This is a 2-day course leading to a practitioner qualification.

Cost of the course, including access to the HowToExperience online community knowledge platform in £1,250 per person.