# Parcus Group

# Telecom Customer Experience Management Training Course

## TRAINING COURSE OUTLINE

| LEARN | IMPROVE | GROW |
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| TELECOMSPECIALISED TRAINING COURSES | INCREASED STAFF PRODUCTIVITY AND COLLABORATION | IMPROVED PERFORMACE AND FASTER GROWTH |
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- Overview of Telecom Customer Experience Management (CEM)
- Voice of Customer and Net Promoter Score (NPS)
- Customer Journey Maps and Touch Points
- Business Process Design for Consistent Customer Experience
- Alignment of Analytics, Organisational Reporting and Staff KPIs
- Continuous Improvement

## Training Course Overview

This course is structured as a comprehensive and practical program, mixing theory with case studies as well as team exercises. Our approach is built on over 20 years of experience and is tailored to the requirements of telecom operators. It provides an in-depth insight into **Customer Experience Management (CEM)** specifically for the telecom industry.

Course aim:  Acquire knowledge and skills required for planning, implementation, monetisation and monitoring of customer experience in the telecom industry.

## Course Modules Breakdown (Example 2 Day Course)

| Module | Short Description |
|---|---|
| Day 1 | |
| CEM Introduction | Evolution of customer experience management (CEM). CEM and correlation with customer loyalty. |
| CEM Strategy | Strategy & brand positioning. CEM strategy components and strategy development. |
| Market Analysis for CEM | Analysis of competitors from CEM perspective. Analysis and identification of customer needs from CEM perspective. |
| Voice of Customer | Voice of Customer (VOC) insight, Net Promoter Score, identify most valuable customers, link VOC with CEM strategy. |
| Survey development techniques | Survey development techniques relevant to CEM – how to gather CEM data via customer surveys. |
| Markets segmentation | Needs based customer segmentation and interaction with CEM. |
| Customer Touch Points | Customer touch points identification and touch points management. Business process design for consistent customer experience. |
| Customer Journey Maps | Waterfall of needs, customer journey maps |
| Day 2 | |
| Implementing CEM | CEM execution and marketing, CEM best practices, building the CEM team |
| CEM data analytics | Introduction to statistical data analysis. Probability, correlation, regression, multi-variable regression analysis, and other analysis tools. |
| CEM success metrics | Alignment of analytics (internal & customer facing), organisational reporting, staff KPIs, business processes optimisation, continuous improvement program, on-going staff training. |
| Product Lifecycle  and CEM | What to monitor - product lifecycle and interaction with customer experience, NPS, market share, growth, competitive offers. |
| Monetise CEM with new product development. | How to monetise CEM with new products and services development – focus on consistent customer experience. |