

# The Customer Experience Series™

## Training

Ensuring stellar service takes its rightful place at the forefront of your efforts to achieve business results

Today's customers share their rants and raves around the clock and around the globe. That's why, more than ever, the customer's experience is central to business performance. An exceptional experience produces loyal promoters who buy more, buy more often, refer friends, shun competitors, and forgive the occasional mistake.

On the other hand, it doesn't take many bad experiences to lose a customer. 93 percent of respondents to AchieveGlobal's recent study on customer experience said they would refuse to do business with a company again after three or fewer bad experiences.

Yet many organizations that embrace these truths struggle to own the customer experience. Even passionate leaders can fall short of driving new behavior at the critical contact point between customers and front-line associates.

To realize the vision—and the many benefits—of owning the customer experience, outstanding organizations give their associates the knowledge and skills to meet the business and human needs of every customer.



Developing the 21st  
century workforce™

## About the Customer Experience Series™

AchieveGlobal's *Customer Experience Series™* (CXSeries) is an effective blended solution that hones the key skills associates need to own their customers' experience. Associates own the customer experience when every interaction:

- Brings value for the customer and the organization
- Leaves the customer feeling understood, valued, and confident in the organization

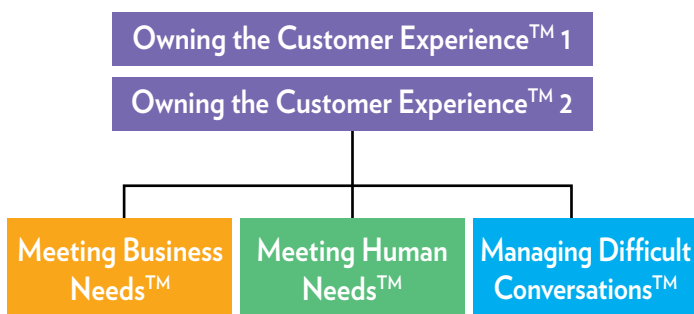
Designed for associates who interact with customers, the CXSeries supports formal learning in the physical or virtual classroom, and continued informal learning in the workplace.

Key features and benefits of the *Customer Experience Series™*:

- Modular learning and reinforcement allow exceptional flexibility of delivery.
- Highly compressed Core Sessions minimize time away from the workplace.
- Sessions accommodate from 2 to 20 learners to support both onboarding of new associates and initial immersion of existing staff.
- Choice of office, industrial, or healthcare examples in all Core Sessions allows associates to see key skills modeled in their own environments.
- Self-customizing learning activities and tools help learners make immediate practical use of all skills and concepts.
- Succinct, user-friendly materials support delivery by certified supervisors and managers, as well as by experienced in-house or AchieveGlobal staff.

## Core Sessions

The *Customer Experience Series™* includes five 90-minute Core Sessions:



## *Owning the Customer Experience™ 1 and 2*

These two sessions lay out the overall framework for the CXSeries and help learners define their roles in creating positive customer experiences. As learners explore practical skills and concepts, they see how individual effort supports team and organizational success.

*Owning the Customer Experience™ 1* explores how meeting four universal expectations turns detractors or merely passive customers into loyal promoters of your organization. *Owning the Customer Experience™ 2* helps learners make the authentic emotional effort needed to connect with customers and reduce their own stress. After these sessions, learners are able to:

- Describe the goal of owning the customer's experience.
- Describe customers' key expectations.
- Identify defining moments in customer interactions.
- Make the emotional effort required to improve the customer's experience.
- Identify strengths and areas for improvement in owning the customer experience.

## *Meeting Business Needs™*

Learners master a clear process and related skills for efficiently handling all types of customer conversations. They apply guidelines to clarify and meet business needs and, when necessary, to deliver unwelcome news. The session concludes with a skill rehearsal in a challenging real-life situation. After this session, learners are able to:

- Describe the parts of a business conversation.
- Open a conversation in a friendly, courteous way.
- Ask open and closed questions about business needs.
- Share clear, correct information with the customer.
- Deliver unwelcome news to the customer.
- Propose options to meet business needs.
- Close a conversation by highlighting positive outcomes.

### *Meeting Human Needs™*

This session helps learners improve the customer's experience by meeting the universal human needs for respect, understanding, and individual attention. After sorting language to use with customers from language to avoid, learners rehearse skills for showing respect for the unique value of each customer. After this session, learners are able to:

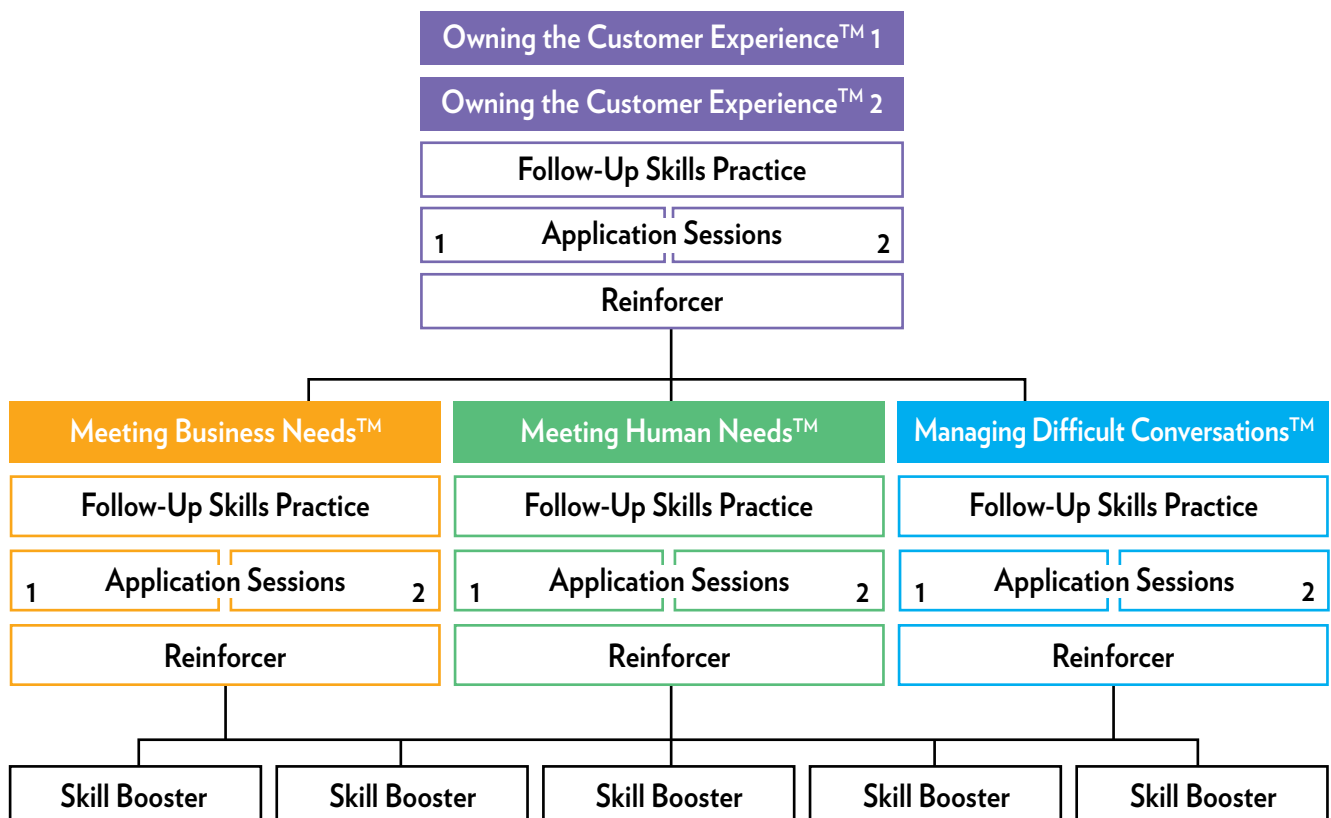
- Identify customers' human needs.
- Project a willingness to help the customer.
- Choose words that support customers' human needs.
- Acknowledge what the customer shares.
- Appreciate what the customer does.
- Affirm what the customer chooses.
- Assure the customer of their commitment.

### *Managing Difficult Conversations™*

This session helps learners work effectively with angry or upset customers. Learners come to see how addressing serious customer concerns can actually improve customer loyalty. They then explore and rehearse practical ways to defuse the tension, resolve the issue, and restore the customer's trust. After this session, learners are able to:

- Listen non-defensively to angry or upset customers.
- Use eight techniques to defuse tension with customers.
- Explain what happened to upset the customer.
- Explain what they will do to address the issue.
- Offer an appropriate goodwill gesture.
- Describe the value of keeping promises to customers.

To support the Core Sessions, learning continues with formal follow-on sessions and informal reinforcement tools:



## Learning Reinforcement: Formal Follow-on Sessions

Each Core Session is accompanied by two other types of instructor-led sessions for any number of learners:

### FOLLOW-UP SKILLS PRACTICES

- In these 40-minute sessions, learners briefly review and rehearse key skills, usually in a real-life customer situation defined by each learner.

### APPLICATION SESSIONS

- Each 30-minute session reviews a skill or concept from a Core Session and helps learners plan how to apply that skill or concept in the workplace.

## Learning Reinforcement: Informal Tools

The *Customer Experience Series*<sup>™</sup> includes informal learning tools that structure continued self-study, practice, and application of skills and concepts from the Core Sessions. These tools support learning and intensify the impact of the Core Sessions by providing informal employee-driven learning.

### REINFORCERS

Four eLearning Reinforcers, each taking about ten minutes to complete, offer opportunities to practice key skills:

1. **“Create a Promoter”** helps learners apply skills and concepts from *Owning the Customer Experience*<sup>™</sup> 1 and 2. As learners help an associate process a request for medical records, they make the emotional effort to meet four universal customer expectations.
2. **“To Buy or Not to Buy”** helps learners master the process from *Meeting Business Needs*<sup>™</sup>. As learners watch an interaction between a home-store associate and her customer, they critique the associate’s efforts to uncover and meet key business needs.
3. **“Respond With Respect”** helps learners apply the skills for *Meeting Human Needs*<sup>™</sup>. Learners encounter three typical customers. The challenge is to build customer loyalty by uncovering and meeting their human as well as business needs.
4. **“Defuse the Tension”** helps learners rehearse eight defusing techniques from *Managing Difficult Conversations*<sup>™</sup>. Ten upset customers state their concerns. For each customer, learners choose and apply the techniques that best address the emotional dynamics of that challenging interaction.

## SKILL BOOSTERS

The *Customer Experience Series*<sup>™</sup> includes five Skill Boosters, which guide self-initiated informal learning and support continued skill application in the workplace:

1. **“Applying Your Skills”** helps learners follow a weekly process to integrate CXSeries skills and concepts into their daily work.
2. **“Building Your Customer Experience Network”** provides tips for networking online and in-person to seek out and share perspectives on CXSeries skills and concepts.
3. **“Making the Most of a CXSeries Mentor”** gives learners a process for finding and working with a mentor to improve their CXSeries knowledge and skills.
4. **“Learning on Your Own”** provides self-study guidelines and decision-making tools to continue learning about CXSeries skills and concepts.
5. **“Sharing Your Knowledge”** helps learners consolidate their understanding of CXSeries skills and concepts by informally sharing their experiences with others.

## Implementation

The many short learning experiences of the *Customer Experience Series*<sup>™</sup> make delivery extremely flexible.

To help learners absorb and apply the skills and concepts, AchieveGlobal recommends spaced delivery over time, with each 90-minute initial Core Session followed by its Reinforcer, Follow-Up Skills Practice, and Application Session.

Core Sessions can be delivered by an AchieveGlobal-certified trainer or Training Performance Consultant.

- *Owning the Customer Experience*<sup>™</sup> 1 and 2 are delivered first, in sequence. The remaining sessions may follow in any order, either individually on different days, in any combination on different days, or all in a single day.
- While spaced delivery of the Core Sessions is strongly recommended, the complete series could be delivered in one training session.

Formal Follow-On sessions are designed simply enough to be facilitated by a manager or supervisor who has not attended AchieveGlobal's trainer certification.

- *Owning the Customer Experience*<sup>™</sup> 1 and 2 are followed by a single Follow-Up Skills Practice and two Application Sessions.
- *Meeting Business Needs*<sup>™</sup>, *Meeting Human Needs*<sup>™</sup>, and *Managing Difficult Conversations*<sup>™</sup> are each followed by one Follow-Up Skills Practice and two Application Sessions.

The Reinforcers and Skill Boosters integrate flexibly with the formal instructor-led sessions in a range of configurations.

The optimal *Customer Experience Series*<sup>™</sup> class size of 12 to 18 supports the active involvement of all learners in large- and small-group activities. However, for onboarding new associates and immersing larger groups of existing staff, the series is designed to accommodate groups between 2 and 20 learners.

## About AchieveGlobal

In the 21st century, the level of human skills will determine organization success. AchieveGlobal provides exceptional development in interpersonal business skills, giving companies the workforce they need for business results. Located in over 40 countries, we offer multi-language, learning-based solutions—globally, regionally, and locally.

We understand the competition you face. Your success depends on people who have the skills to handle the challenges beyond the reach of technology. We're experts in developing these skills, and it's these skills that turn your strategies into business success in the 21st century.

These are things technology can't do. Think. Learn. Solve problems. Listen. Motivate. Explain. People with these skills have a bright future in the 21st century. AchieveGlobal prepares you for that world.



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