

CUSTOMER



Experience

Date: January 22 – 30, 2016

Days: Every Friday & Saturday

Timings: 6:30 pm to 8:30 pm

Skills Development Program

Adding Skills to Experience



Institute of
Business Administration
Karachi

Leadership and Ideas for Tomorrow



Center for Executive Education
Institute of Business Administration

Program Overview

The objective of this course is to familiarize the applicants with the basic concepts of Customer Experience, its scope and

Application chiefly in the corporate arena
Concepts of Customer Experience, Servicing Management and
Customer relationship management is discussed in detail.
Also, information on improving Customer Satisfaction, is Covered. Primarily this course aims to provide a good hand knowledge appreciation and of enhancing Customer Experience in a real way. **Program**

Objectives/Outcomes

After the successful completion of this course, Participants will be able to:

- Have knowledge and understanding of:
Customer Experience, its philosophy and

significance

- Customer Experience Life Cycle and Loop Cycle

- Concept of Customer Experience and its

Applications

- Emerging trends and challenges of global

Markets

- Social implications of Customer Experience

Understand and develop small Programs for effective

Customer Experience strategies and services

- Have working knowledge of Customer

Relationship Management,

Concepts, its application and importance

Course Contents

Introduction to Customer Experience
Importance of Customer Experience
Customer experience: a framework For the marketing of the future
Customer Experience from the Brand Perspective
Role of IT System in Managing CE
How to measure Customer experience? Role of Employees in Customer Experience
What is Customer Experience Management? Eight Building blocks of Customer Relationship Management
Customer experience from the Retail standpoint
Customer experience from the Contact Center standpoint
Customer experience from the online standpoint
Customer Experience in multi-channel integration
Innovation in creating and managing experiences
Customer Experience integration with the Corporate World
Ten Stage road map for improving the Customer Experience

Who Should Attend

This course is specifically designed for Junior & Middle level Executives and Managers who are either directly interact with the customer or managing Customer Experience Support Functions.

December 19, 2015, December 27, 2015
Every Saturday & Sunday
10:00 pm to 01:00 pm
Venue: IBA City Campus

Course Investment
PKR 16,500/-
(Inclusive of course material & certificate)

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Customer Experience

Trainer's Profile



Farhan Waheed

Farhan Waheed is a seasoned trainer in the field of Customer Experience & Management, Quality Assurance, and Business Processing & Project Management.

Farhan is currently working as a Business Analyst in IBEX Global (TRG Company) and responsible for optimizing and enhancing customer relationships projects. Over 9 years of experience in the Telecommunication industry, he has been in the focal point of adopting best customer experience management practices and project management deliveries. He has done his MBA from Imperial College of Business Studies, Lahore. .

- Technical & Soft Skill Nationwide Training Specialist
- Training B2B Worldwide
- Sales Force training specialist

Payment Details

Registration form and Fee Voucher are available at our website:

<http://cee.iba.edu.pk/BEnSDP.shtml>

Fee is to be deposited in cash / pay order in any branch of FAYSAL BANK Ltd., A/C No. 110-2162113-006.

No fee will be accepted in cash/cheque at our office.

For Registration

Ph.: 021-38104700-01 Ext: 1541

Fax: 021-38103008

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Website: <http://cee.iba.edu.pk/BEnSDP.shtml>

Facebook: <https://www.facebook.com/IBASkillDevelopmentProgram>

LinkedIn: pk.linkedin.com/in/ibabesdp

For Queries & Information

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