



# ISM Endorsed Customer Experience (CX) and Brand Activation Professional

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 **Meirc** <sup>+years</sup> **60**  
Training & Consulting

## Why Attend

For a great customer experience, every interaction at every customer touchpoint must be exceptional. Customer Experience (CX) means creating and effectively managing your customers' emotions. In fact, every single interaction that occurs between an organization and its customers fosters an emotion of some kind. Whether that emotion is deep frustration or sheer delight is largely up to you and how thoughtfully you design, plan, and execute the customer experience.

This course provides you with all you need to know about creating a customer centric culture and coming up with a workable customer experience framework for your organization. Narrowing down on the topic, you will be able to measure your customer service effectiveness, come up with CX strategies, measure your CX initiatives, and create areas for improvement in your CX programs.

## Course Methodology

The course employs a wide array of self-assessments, templates, group exercises, workshops, and relevant videos to help participants acquire and apply the right competencies necessary to design and implement a full customer experience program.

## Course Objectives

By the end of the course, participants will be able to:

- Define the scope of customer service and measure its effectiveness to ensure repeat customer and corporate growth
- Understand customer experience management to adapt to changing consumer expectations and create an awesome customer experience program
- Define customer experience strategies and use empathy to create desirable products/services and great customer interactions
- Measure customer experience performance to analyze problems and come up with recovery strategies and take corrective actions
- Improve customer experience practices to continuously meet service challenges and instill a customer centric culture

## Target Audience

The course will be of interest to a wide range of customer service, marketing, PR, communications, sales and operations professionals. It addresses professionals wishing to understand the importance and role of customer experience and to design and implement CX programs and build their competencies in marketing and sales and to develop their skills in such disciplines.

## Target Competencies

- Customer service
- Service effectiveness measurement
- CX strategies
- Journey mapping
- Creating customer and employee personas
- CX metrics and tracking
- Customer-centric sustainability

## Note

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## Course Outline

- Customer service effectiveness
  - Customer service definitions
  - Understanding the customer's problem
  - The current customer mindset
  - Top 10 reasons hindering CX improvement
  - The effect of improving CX



- The secret sauce for CX effectiveness
- Building an uplift service culture
- Measuring customer service effectiveness
- Fundamentals of customer experience
  - Steps to creating a great CX program
  - Identifying CX killers
  - Adapting to changing consumer expectations
  - Diagnosing your company's CX problems
  - Core elements of a great CX
  - The role of empathy in CX
  - The brand proposition and CX
- Deploying your CX Plan
  - Customer strategy definition
  - Creating a customer persona
  - Identifying employee personas
  - Business process versus customer journey
  - Mapping the customer journey
  - Understanding what constitutes a touchpoint
  - Creating a journey map
  - Foundations of experience design
  - Emotion-mapping your touchpoints
  - Digital customer experience
  - Auditing your website
  - Auditing your digital marketing initiatives
  - Setting digital metrics for improvement
  - Setting standards for the digital shopper experience
  - Examples of CX digitization
- Measuring and sustaining CX
  - Measuring your CX program's performance
    - Different types of measurements
    - Turning your measurement into action
    - Developing a CX dashboard tool
  - Sustaining customer experience
  - Customer experience improvement methods
- Brand activation and CX
  - Definition of brand activation
  - Importance of brand activation
  - Activation versus experiential marketing
  - Creating and engaging brand activation program
  - Metrics for brand activation campaigns
  - Types of brand activation
  - Brand activation real examples



## Location & Date

22 - 26 Nov, 2020	English	Dubai	Media Rotana
4 - 8 Apr, 2021	English	Dubai	To be assigned
21 - 25 Nov, 2021	English	Dubai	To be assigned

## Fees: US\$ (including coffee breaks and a buffet lunch daily)

Per participant - 2020 US\$ 4900

Fees + VAT as applicable

UAE Tax Registration Number 100239834300003



For Companies that want to maximize the return on their investment in training: **Register 3 participants** on the same course and date and pay only for 2.



## Courses in Marketing and Sales

Dates	Course Name	Language	Location	Fees
13 - 17 Sep, 2020	ISM Endorsed Core Marketing and Sales Skills for Business Professionals	English	Dubai	US\$ 4900
27 Sep - 1 Oct, 2020	The Strategic Marketing Plan	English	Dubai	US\$ 4900
4 - 8 Oct, 2020	Certified Brand Manager	English	Dubai	US\$ 5200
11 - 15 Oct, 2020	Strategic Account Management	English	Dubai	US\$ 4900
18 - 22 Oct, 2020	Certified Sales Manager	Arabic	Dubai	US\$ 5200
1 - 5 Nov, 2020	ISM Endorsed Marketing Communications and Media Planning Workshop	English	Dubai	US\$ 4900
15 - 19 Nov, 2020	Sales Professional Certificate	English	Dubai	US\$ 5200
29 Nov - 3 Dec, 2020	Certified Business Development Professional	English	Dubai	US\$ 5200
6 - 10 Dec, 2020	Advanced Digital Marketing 	English	Dubai	US\$ 4900
6 - 10 Dec, 2020	Certified Marketing Professional	English	Dubai	US\$ 5200
7 - 11 Feb, 2021	ISM Endorsed Core Marketing and Sales Skills for Business Professionals	English	Dubai	US\$ 5200
21 - 25 Feb, 2021	Sales Professional Certificate	English	Dubai	US\$ 5200
7 - 11 Mar, 2021	Certified Business Development Professional	English	Dubai	US\$ 5200
14 - 18 Mar, 2021	Advanced Digital Marketing 	English	Dubai	US\$ 5200
28 Mar - 1 Apr, 2021	Certified Brand Manager	English	Dubai	US\$ 5200
30 May - 3 Jun, 2021	Digital Marketing Hands-on Masterclass	English	Dubai	US\$ 5200
13 - 17 Jun, 2021	Certified Sales Manager	Arabic	Dubai	US\$ 5200
11 - 15 Jul, 2021	Certified Marketing Professional	English	Dubai	US\$ 5200
12 - 16 Sep, 2021	ISM Endorsed Core Marketing and Sales Skills for Business Professionals	English	Dubai	US\$ 5200
26 - 30 Sep, 2021	The Strategic Marketing Plan	English	Dubai	US\$ 5200
10 - 14 Oct, 2021	Strategic Account Management	English	Dubai	US\$ 5200
17 - 21 Oct, 2021	Certified Sales Manager	English	Dubai	US\$ 5200
31 Oct - 4 Nov, 2021	ISM Endorsed Marketing Communications and Media Planning Workshop	English	Dubai	US\$ 5200
14 - 18 Nov, 2021	Sales Professional Certificate	Arabic	Dubai	US\$ 5200
5 - 9 Dec, 2021	Certified Marketing Professional	English	Dubai	US\$ 5200
12 - 16 Dec, 2021	Advanced Digital Marketing 	English	Dubai	US\$ 5200



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Dates	Course Name	Language	Location	Fees
		English	Dubai	US\$ 5200
19 - 23 Dec, 2021	Certified Business Development Professional	English	Dubai	US\$ 5200



# Meirc Timeline



**2020**

Meirc launches its virtual learning solutions



**2019**

Meirc launches its Professional Qualification training and introduces Hands-on Automation and Process Control Courses



**2018**

Meirc celebrates its 60th anniversary



**2017**

Meirc introduces its blended learning methodology



**2015**

Meirc relocates to its newly acquired HQ office in Bay Square, Business Bay, Dubai



**2014**

Meirc adds PLUS Specialty Training, a new division providing technical and industry-specific courses



**2007**

Meirc opens an office in Jeddah, Saudi Arabia



**2004**

Meirc opens an office in Abu Dhabi, UAE



**1997**

Meirc is the 1st training company in the region to have its own website



**1991**

Meirc becomes headquartered in Dubai, UAE



**1988**

Meirc celebrates its 30th anniversary with its advisory committee (Aramco, Bapco, KOC, QPC)



**1967**

Meirc builds its own office building in Beirut



**1958**

Meirc is founded in Beirut by the late Simon Siksek

## Call us

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## Email us

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