



تشكيل  
لتنظيم المعارض والمؤتمرات  
TASHKEEL  
EVENTS

A COMPREHENSIVE WORKSHOP

# CUSTOMER EXPERIENCE MANAGEMENT

THE CXM APPROACH

19-20 March 2023

Rotana Rosh Rayhan Hotel

Riyadh – Kingdom of Saudi Arabia





## عن الورشة:

أصبحت تجربة العملاء (CX) اتجاهًا حديثًا في عالم المؤسسات في الوقت الحاضر وأصبحت عاملاً رئيسيًا للنجاح ومميزًا للمؤسسات الناشئة التي تساعد على الاحتفاظ بالعملاء المخلصين ، وخفض التكاليف ، وزيادة المبيعات والربحية.

لم يعد كافٍ تقديم خدمة عملاء مميزة في الواجهة الأمامية للشركات لكسب ولاء العملاء ، حيث يتوقع العملاء تلقي خدمات رائعة باستمرار في كل تفاعل وفي كل نقطة اتصال وطوال الرحلة بأكملها مع الشركة.

إن تجربة العملاء هي كل ما يتعلق بمشاعر العملاء. إدارة تجربة العملاء (CXM) هي الطريقة التي تصمم بها الشركات خدماتها بطريقة إبداعية وتقديمها باستمرار وتطويرها بوعي لإدارة عواطف العملاء بشكل فعال.

تم تصميم هذه الورشة بعناية لمنح المشاركين فرصة متعمقة في تطبيق تجربة العملاء من خلال أسلوب التعلم التجريبي والتقنيات العملية والفعالة.

## ABOUT THE WORKSHOP:

Customer Experience (CX) has become a trend in the corporate world nowadays and has become a key success factor and differentiator for businesses and startups that help them retaining loyal customers, reducing costs, and increase sales and profitability.

Providing a superior customer service at the front-end of businesses is not sufficient to win customers' loyalty, as customers expect to receive great services consistently in every interaction, at every touchpoint, and throughout the whole journey with the business.

CX is all about customers' emotions. Customer Experience Management (CXM) is how businesses creatively design, consistently deliver and consciously develop their services to effectively manage customers' emotions.

This workshop has been carefully crafted to give the audience an in-depth exposure to the customer experience domain through experiential learning style and highly practical and effective techniques.





## WORKSHOP OBJECTIVES

- ▶ To understand the concept of customer experience, employee experience and user experience
- ▶ To value the importance of customer experience
- ▶ To recognize the seven emotional drivers of customers
- ▶ To learn how to assess customer experience using the CX-ray model©
- ▶ To practice the CX-ray Model© in designing a customer experience

## أهداف ورشة العمل

- ▶ فهم تجربة العملاء، تجربة الموظف وتجربة المستخدم والفرق بينهم
- ▶ معرفة وفهم أهمية قيمة تجربة العملاء والقيمة المضافة للعميل
- ▶ التعرف على الدوافع العاطفية السبعة للعملاء
- ▶ معرفة كيفية تقييم تجربة العملاء باستخدام نموذج CX-ray ©
- ▶ تطبيق نموذج CX-ray Model © في تصميم تجربة العميل

## METHODOLOGIES

The Workshop will be delivered in various approaches and techniques such as:

## طريقة تنفيذ الورشة:

تنفذ الورشة بطريقة عملية وتفاعلية بين كافة المشاركين والمدرّب وباستخدام الطرق التالية:



theoretical  
introductions



group  
discussions



practical  
examples



inspirational  
stories



powerful  
models



video  
clips



case  
studies



role  
playing



# WORKSHOP OUTLINE

## Day one 19 March 2023

### THE NEW SHAPE OF CUSTOMER EXPERIENCE

- ▶ Definition of Customer Experience “CX” and Customer Experience management “CXM”
- ▶ Difference between CX and other terms
- ▶ The spirit of Customer Centricity
- ▶ Importance, Benefits, and Impact of Customer Experience management
- ▶ CX Concepts (customer Journey, touchpoints, expectations, service channels)
- ▶ Link Between Customer Emotions & Customer Experience
- ▶ Emotional Intelligence
- ▶ Group Exercises

## Day two 20 March 2023

### PRACTICING 7 x 7 PILLARS

#### 7 EMOTIONAL DRIVERS FOR CUSTOMERS

- ▶ The Experience Economy Theory
- ▶ Impact of Emotional Intelligence on Business Success
- ▶ 7 Human Emotional Needs
- ▶ 7 Customer Emotional Drivers

#### 7 PILLARS INFLUENCING CUSTOMER EXPERIENCE

- ▶ Introduction to CX-ray Model
- ▶ Useful Tools to Assess Customer Experience
- ▶ Effective Framework to Design Customer Experience
- ▶ Group Exercises

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### ASSESSMENT

- ▶ Participants will be assessed through various training assessments techniques such as pre and post-assessment questionnaires. Also, throughout the workshop they will be informally assessed through the open-ended questions, sections summaries, and group discussions.



# TARGET AUDIENCE

01. ▶ Customer Services & Experience Professionals/Managers
02. ▶ Call Centre Team Leaders / Supervisors
03. ▶ Customer-Facing Team Leaders/ Supervisors
04. ▶ HR Executives / HR Officers
05. ▶ Marketing Executives
06. ▶ Entrepreneurs & Business Owners
07. ▶ Business Development Executives
08. ▶ CX Programme Developers
09. ▶ UX Developers
10. ▶ Senior Supervisors
11. ▶ Any other areas relevant to the course objectives & outline.



LOCATION	TIME
Rotana Rosh Rayhan Hotel Riyadh	8.30am – 15.30pm
Duration	Language
2 Days Comprehensive Workshop	Arabic – English
FEES	
<b>2900 SAR per delegate</b> (Corporate rate Available) *vat is excluded	
<ul style="list-style-type: none"> <li>• Coffee breaks</li> <li>• Lunch</li> </ul>	<ul style="list-style-type: none"> <li>• Workshop material</li> <li>• Certificate</li> </ul>

✉ registration@tashkeelevents.com

🌐 www.tashkeelevents.com

☎ +966 55 599 5684

📱 tashkeelevents



## TRAINER PROFILE :



### RAED ABDULLA

#### CXM Consultant and Trainer

Over 20 years of professional experience in various industries and roles. Raed held managerial and leadership positions in reputable organizations such as Labour four (Tamkeen), Khaleeji Commercial Bank, and the Central Bank of Bahrain.

Currently leading CXPlus Consultancy Firm. Headed the Risk Management, Customer Services, and Community Engagement Departments at Tamkeen. Headed the Compliance Department in Khaleeji Commercial Bank. Led the Wholesale Islamic Banking Supervision Team at the Central Bank of Bahrain.

Was the first Bahraini awarded the Professional Diploma in Customer Experience with distinction from the C Academy in UK.

Additionally, Raed is:

- ▶ Certified Customer Experience Professional from the Customer Service Institute of America in USA.
- ▶ Certified Six Sigma Yellow Belt from American Society for Quality.
- ▶ Certified ILM Level 5 Coach from the Institute of Leadership & Management in UK.

Raed is a Bahraini national holding an MBA from Strathclyde Business School and B.Sc. in Accounting from Bahrain University.