

The  
**Customer Institute**  
**CX-101**  
**All-Employee Training**



An All-Employee  
Training on the  
Importance of great  
Customer Experience

# 1. Target Group

The Customer Institute CX-101 All-Employee Training is ideal for organizations in the private and public sector wanting to become more customer centric and taking all employees with them on that journey.

The program is a course for all employees in an organization (front line, back office, all functions, HQ and branches, ICs, and management). It teaches the fundamentals of customer centricity and the role each employee plays in ensuring great CX.

The CX-101 training can be used as a cultural impact, training all employees in one consolidated effort. Additionally, it can be incorporated into the onboarding training of an organization, ensuring full customer-centricity calibration of new employees.



# 2. Concept

The Customer Institute CX-101 All-Employee Training is a 2–3-hour course to be delivered online or in a classroom.

Around 80% of the course material are provided by the Customer Institute with the remaining 20% complementing the provided material with in-house specific information about the current CX initiative.

The course includes lively exercises that bring the content to life for participants. After completing the course, participants will receive Customer Institute **certification as Customer Institute Certified Customer Ambassadors**.



### 3. Languages

The Customer Institute CX-101 All-Employee Training is available in English.

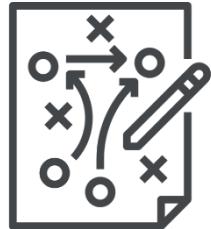
Additional languages will follow.

### 4. Agenda

During the Customer Institute CX-101 All-Employee Training we will cover all main aspects Customer Experience and how each and every employee can contribute to great CX. The program includes building individual action plans and behavior changes for each participant.

#### AGENDA

- **Chapter 1 • What is Customer Centricity**
  - The magic sauce of every organization: Customer Centricity
- **Chapter 2 • The Importance of Customer Centricity**
  - Making or breaking your success!
  - The Importance of Customer Centricity and the role of Culture in creating great CX.
- **Optional Client Content:**  
**Here is how we do Customer Centricity at XYZ Corporation**
  - Introduction of the client's Customer Centricity initiative
- **Chapter 3 • Listening in the context of the Customer Journey**
  - Listening means winning! Why is listening so important?
- **Optional Client Content:**  
**Here is how we mapped the Customer Journey and how we listen**
  - Introduction of the client's Customer Journey Maps and listening program (VoP, VoE, VoC) as well as dashboards and reports
- **Chapter 4 • Constant Improvement and the Design of Amazing CX**
  - Beating yesterday – how your function can get better every day.
  - How to turn insights from listening into action.
  - How to evaluate improvements.
  - How to determine ROI.
- **Chapter 5 • What will I do?**
  - Become the hero of your customers!
  - What are the skills for delivering great customer experiences?
- **Optional Client Content:**  
**Here is how you can become a customer hero at XYZ Corporation!**
  - Introduction of client's promoted contribution and improvement opportunities to complement the individual action plan.



**Material:** digital workbook – included in the participation fee

## 5. Flexible Implementation Options

Delivering the CX-101 program has never been easier. Depending on the availability of trainer resources in your organization, you can choose from the following three options:

- 1. Fully self-delivered**

You provide the trainers; we provide the training material and the (optional) certificates for participants of the program.

- 2. Train-the-Trainer Model**

We deliver the first one or few trainings in a train-the-trainer mode with your trainers co-delivering. You then take over and deliver further trainings as per option 1 above.

- 3. Fully delivered by the Customer Institute**

If you prefer, we can provide everything from trainers to material and certificates. You just schedule the training and provide the location or online channel.

## 6. Customer Institute Certified

The Customer Institute is an independent not for profit organization. Experts, practitioners, authors, and educators from the field of customer centricity make up the institute's board of directors as well as the much larger group of contributors to their research and tool development.

This briefing program is certified by the Customer Institute as meeting or exceeding industry best practices in management education. Participants will receive a participation certificate reflecting this Customer Institute certification.



## 7. About the Customer Institute

We are the go-to destination for everyone looking to excel through customer centricity. We develop, promote, and certify best practices. We help let the Global CX Community thrive in their professional development, personal growth, and brand impact. Our Board of Directors is made up of leading global CX thought leaders.

### OUR BOARD OF DIRECTORS

