

Enhancing Customer Experience

Course programme

For further information, please contact training@apse.org.uk

09:45 - 10:00	REGISTRATION
10:00 - 11:15	<h3>UNIT 1: Customer Service</h3> <ul style="list-style-type: none">Defining Customer serviceUnderstanding Customer-Focused CulturesReimagining customer needs and expectations
11:15 - 11:30	COMFORT BREAK
11:30 - 12:45	<h3>UNIT 2: The Customer Journey</h3> <ul style="list-style-type: none">Understanding the stages of the customer journeyStrengths & OpportunitiesImproving your customer's journey
12:45 - 13:15	LUNCH
13:15 - 14:30	<h3>UNIT 3: Customer Relationships</h3> <ul style="list-style-type: none">Managing Customer expectationsManaging your own expectationsManaging difficult conversations
14:30 - 14:45	COMFORT BREAK
14:45 - 15:45	<h3>UNIT 4: Making Improvements</h3> <ul style="list-style-type: none">Influencing stakeholdersAction Planning
15:45 - 16:00	PLENARY, FEEDBACK AND CLOSE

NEW MUNICIPALISM

Delivering for local people and local economies