



Design in Customer Experience

Overview

Design for a more holistic customer experience.

Companies can no longer stand out through manufacturing strength, distribution power or information mastery. Offering a great customer experience is crucial in achieving a competitive edge.

In order to build a great experience, every contributing function needs to be meticulously aligned. It's the role of design and the design manager to deploy their unique capabilities whilst knowing when to lead or support other functions. Some of the topics covered in this module include:

- ◆ Why is effective management of the customer experience essential for organisations?
- ◆ What are the different levels of customer experience?
- ◆ What are the customer experience disciplines?
- ◆ What are the main hurdles to ensure successful customer experiences for the business?
- ◆ How should Design's capabilities be used to build customer experiences?

Learning Goals

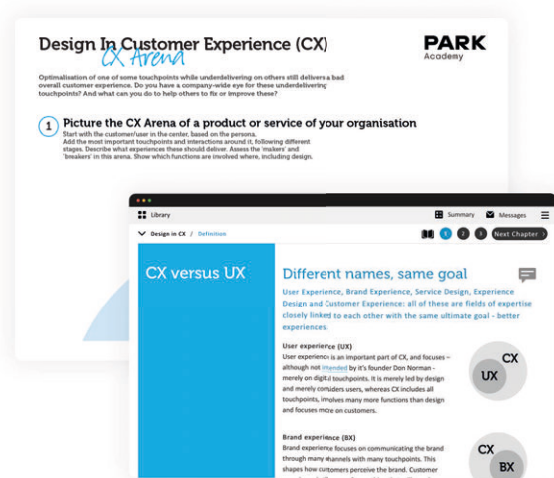
In this module we will achieve the following learning goals. You will be able to:

- ✓ Show understanding of the CX arena and CX persona
- ✓ Develop and present a customer experience arena with clear 'next steps' that improve the current experience
- ✓ Apply the different types of design contributing to CX
- ✓ Know the role of design management in the organisation-wide field of Customer Experience Management
- ✓ Demonstrate what design should do and what not in the field of CX
- ✓ Drive the agenda for customer experience management

Resources

Design in Customer Experience utilises our proprietary 'Design in CX Arena' and 'Design in CX Persona' tools.

PARK training materials can be found in the Livebook, our e-learning application.



“Designing and sustaining the end-to-end customer experience requires expert management and leadership.”