

inmoment & MSR Consulting Group

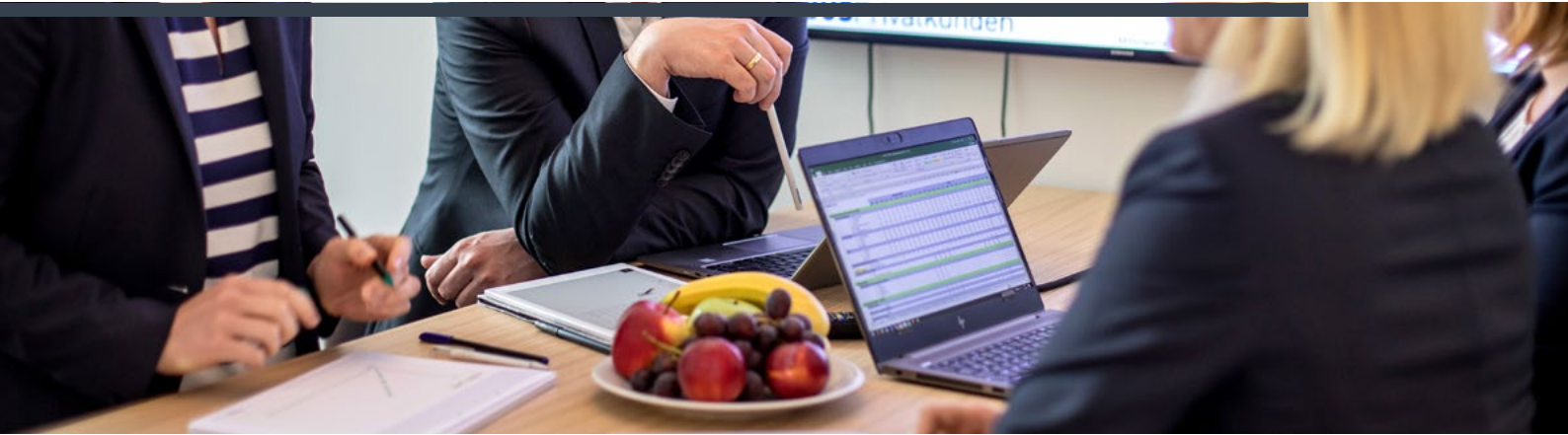
present:



ACADEMY

GAIN A CX MASTER QUALIFICATION IN 4 TRAINING UNITS

- Comprehensive training programme covering all the skill sets of a CX manager
- Modular structure for targeted strengthening of individual competencies
- Training by experienced CX experts
- Training methodology that has been tried and tested
- Network with other practitioners beyond your own industry
- Immediate application of what has been learned in 1:1 peer group exchange to maximise training success



CX LEADS TO INCREASED BUSINESS SUCCESS

In increasingly competitive and transparent markets, the customer experience (CX) has become a key strategic differentiator. Everyone is trying to gain an advantage by better understanding the demands and expectations of their customers and optimising the critical moments of their customer journeys. At the same time, more and more organisations are creating dedicated in-house CX teams to deliver this transformation.

The CX manager, therefore, has a broad and complex range of responsibilities. In addition to methodical skills, a CX manager requires technical, analytical and insight generation skills. Not only that, CX managers have a pivotal role anchoring CX within the organisation, promoting cultural change and much more. Despite the significance of the role, there are few specific propositions to support the development of CX practices and having been asked about this gap on several occasions, we have decided to lead the way and develop a training programme dedicated to developing core CX competencies.

WHAT IS THE CX ACADEMY?

The CX Academy is a partnership between MSR Consulting Group and InMoment. We share a long-standing cooperation and a clear focus on one topic: Customer Experience Management. In addition, we see ourselves in a position to take a holistic view of CX and to respond to all the expectations placed in a CX manager.

WHAT CAN YOU EXPECT FROM THE CX ACADEMY?

The CX Academy is aimed at anyone who has a central responsibility for their organisation's CX programme. Our modular course structure provides content that benefits everyone from newbies to more experienced CX professionals alike. Our focus is less about theory and more about the practical tools that CX managers need every day. Each module delivers interactive sessions and case studies to ensure that your new knowledge is applied immediately. In addition, you can expect continuous networking and knowledge sharing opportunities amongst fellow participants – even outside the training sessions.

We, therefore, see the CX Academy providing value, not only to your organisation, but also to the ever expanding and lively CX community across the UK.

We look forward to welcoming you to the CX Academy.



CORNERSTONES OF THE CX MASTER TRAINING PROGRAMME

TARGET GROUP: ALL THOSE WHO HOLD RESPONSIBILITY FOR THE CX PROGRAMME: HEADS OF CX, CX MANAGERS, CX AMBASSADORS

- Clarity about role definition and understanding key objectives in the management of CX programmes
- CX methods, tools and best practices
- 6 modules distributed over 4 face-to-face sessions with practical applications and web-based follow up
- Training in a manageable group of CX practitioners
- Cross industry knowledge sharing and networking opportunities
- Option for individual coaching by MSR Consulting Group/InMoment during the training days
- High interactive training sessions
- Certification as CX Master



*Why you
should
complete your
CX Master
at the
CX Academy*



I LEARN NEW THINGS: ON-SITE TRAINING IN SMALL GROUPS

- Training by CX experts from MSR Consulting Group and InMoment
- Work on specific use cases (e.g. creation of journey maps)
- Possibility of individual coaching with MSR Consulting Group and InMoment
- Knowledge sharing and networking with fellow CX practitioners

I APPLY THE NEW IN PRACTICE AND LEARN FROM OTHERS: SUBSEQUENT INTENSIVE PEER GROUP EXCHANGE

- Project tasks for independent further work (e.g. development of scenarios and proposed solutions)
- Personal support by the training team to monitor the progress of the project

I CAN ANCHOR PERMANENTLY WHAT I HAVE LEARNT IN MY BUSINESS ENVIRONMENT: FINAL WEBINAR TO CONSOLIDATE WHAT WAS LEARNED

- Presentation of the results
- Derivation of best practices
- Link to your own daily work routine

I CAN ALWAYS RELY ON THE EXPERIENCED TRAINERS FROM MSR CONSULTING GROUP AND INMOMENT

- You can contact us at anytime if you have any questions about the course contents



YOU WILL GAIN THE FOLLOWING CORE COMPETENCIES

HOW DO I ANCHOR A CX PROGRAMME WITHIN MY COMPANY?

WHAT DRIVES CUSTOMER SATISFACTION?

HOW CAN I MAKE MY DAILY ROUTINE AS EFFICIENT AS POSSIBLE?

HOW DO I KEEP CX PERMANENTLY PRESENT?

HOW DO I SET UP A COMPREHENSIVE FEEDBACK SYSTEM?

WHICH MEGATRENDS ARE CHANGING CUSTOMER EXPECTATIONS?

WHAT VALUE DOES MY CX PROGRAMME BRING TO MY COMPANY?



Training contents at a glance

**STEP BY STEP: IMPLEMENTING A
SUCCESSFUL CX PROGRAMME**





TRAINING 1

TRAINING 2

KEY TOPICS

MODULE 1:

Introduction and Basics

- The era of the customer
- „Return on CX“
- Importance of CX for the company
- Developing CX goals/CX vision
- Organisation of CX in companies
- Components of a CX programme
- CX manager role model: expectations and requirements

MODULE 2:

Customer Journey Mapping

- Methodology and benefits
- Prioritisation of customer journeys
- Process: from mapping to feedback
- Emotion mapping
- Working with personas
- Living documentation

MODULE 3:

Feedback System and Insights

- Feedback Systems
- Identifying feedback sources
- Legal considerations
- Developing survey concepts
- Goals and KPIs
- Preparing and communicating results
- Anecdotes vs. numbers, data, facts
- From insight to action

AFTER COMPLETING

- ... I can clearly describe my role profile and define tasks
- ... I know how to prove the value of CX
- ... I know the current trends in customer needs
- ... I know initial CX approaches from various industries

- ... I can use the superhero method
- ... prioritise customer journeys by means of grids
- ... document customer journeys and continue working with them
- ... I know the meaningful use of personas and corresponding practical examples

- ... I can develop a system of measurement
- ... I am familiar with the new basic data protection regulation and can implement it within the framework of CX.
- ... I can define CX goals and success criteria
- ... I know how to prepare results for different stakeholders

EXPERTISE

- Job-to-be-done method
- Proof of effectiveness in CX

- Journey mapping
- Prioritisation matrix
- Superhero exercise

- Analytical techniques
- CX Software
- Development goals and KPI's

£500 + VAT

£500 + VAT



TRAINING 3

TRAINING 4

MODULE 4:

Mobilisation

- Success factors for change
- Dealing with conflicts of objectives: systematic conflict management
- Change methods at process and behavioural level: Why-how-what, Job to be done, Motivational Interviewing
- Persolog Personality Profiles

- ... I can create communication concepts
- ... I can motivate employees and involve them
- ... I can implement the perfect closed loop

- Critical incidents
- Motivational interviewing
- Case management
- Persolog Personality Profiles
- Closed loop

£500 + VAT

MODULE 5:

Processes and Structures

- The perfect customer experience
- Process analysis from the customer's point of view
- Data-based prioritisation of actions and implementation
- Agile project management

- ... I can apply project management methods (e.g. Scrum)
- ... I know how to identify and follow up interface issues
- ... I can carry out a process analysis from the customer's point of view

- Agile project management
- Design thinking
- Canvas
- Fair process
- Goal setting

£500 + VAT

MODULE 6:

Sustainable Implementation

- Sustainable implementation: rollout and embedding
- Structural and process organisation
- Networking and integrations to overarching activities
- Setting goals with purpose
- Communicating feedback to the outside world

- ... I know how to get CX implemented and how to keep it present in the organisation
- ... I can measure internal service relationships
- ... I know how to communicate feedback to the outside world

KEY TOPICS

AFTER COMPLETING

EXPERTISE



Flow of Training Programme

The CX Master comprises six modules that are split across four training units. Each training unit lasts for two days and is carried out in small groups in central London. At the end of each training unit you will be asked to carry out practice-related project exercises. To close each training unit, we will host a collaborative online session to discuss and reflect on the outcomes of each attendees' project work.

Once you have successfully completed all four units you will receive your **CX Master certificate**. Attendees can also choose to complete individual training units as stand-alone modules. In this instance, you will receive a certificate of attendance for each respective module undertaken.

The price for each training unit is £500. If you book all four training units, you will only be required to pay £1,800 (saving £200). The training fee includes course materials, meals and a webinar after each training session. Module, course work support and supervision before and after the training sessions by the trainers of MSR Consulting Group and InMoment is also included.



READY TO START YOUR CX MASTER?

Then register today at
www.mycxacademy.com

ANY FURTHER QUESTIONS?

Then do not hesitate to contact us at
info@mycxacademy.com or +49 221 489 28 0

Your Trainers



Dr Judith Glüsenkamp is Senior Project Manager at the MSR Consulting Group.

Judith focusses on advising, accompanying and coaching companies, managers and employees. Based on feedback results (e.g. CX projects or employee surveys), Judith accompanies the process of reflection and works with the results in workshop series and one-on-one interviews. As a psychologist and certified DISG trainer, she brings extensive specialist know-how, but also the necessary practical experience.



Derek Eccleston is CX Consultant at MaritzCX, an InMoment Company

Derek Eccleston joined InMoment's (formerly MaritzCX) EMEA Consulting & Insights team with a wealth of experience within CX and related industries, having previously held positions at eDigitalResearch, Harris Interactive and Sony Europe. He is an active member of the Professional Development Advisory Board at the Market Research Society (MRS). As a CX Consultant, he adds value and direction to some of the world's leading CX programmes across sectors as diverse as automotive, media and financial services. His mantra is 'Design, implement, manage and drive results from Customer experience (CX) measurement and management programmes.'



Michael Kullmann is managing partner at the MSR Consulting Group.

After training as a banker, Michael studied political science, economics and social psychology in Bamberg, Germany. A few years ago, he also completed the 2-year Executive Master Programme „Coaching & Consulting for Change“ at the INSEAD Business School in Fontainebleau, France. As part of the INSEAD Alumni seminar, Michael receives permanent impulses for innovations in change management in an international context.

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present:



ACADEMY