

# LEADING CUSTOMER EXPERIENCE

**DURATION: 2 DAYS**

## PROGRAM OBJECTIVES

- To gain an understanding of customer experience management
- To learn effective ways of listening and understanding the voice of the customer and voice of employees
- Map the customer journey and understand customers pain points
- Leave with a clear methodology for improving your organisation's customer experience across channels
- Be able to get cross-functional commitment towards executing the customer experience strategy

## DELIVERABLES

- Customer Experience: The art & science
- Voice of Customer & Voice of Employee
- Moments of truth and customer journey
- Building & Maintaining the culture excellence–Process & People

## PEDAGOGY

The programme will be delivered with a participant centered learning approach. The participants are encouraged to bring live problems, service and experience issues on the discussion board and work through them as the programme progresses. The programme is designed to get cross-functional employee teams to understand and appreciate the art and science of customer experience. Functional trainings help individuals improve their performance in respective roles.

## TARGET AUDIENCE

The programme is aimed at middle to senior level marketing, sales, service operations, product, branding, customer support, customer relations executives. Ideally an organization should nominate 3-4 employees from different functional areas, as it will maximize the training impact.

## PROGRAM DIRECTOR



### **Dr. Sapna Popli**

Dr. Sapna Popli has more than 25 years of work experience, handling various roles that of a teacher, trainer, researcher, corporate executive, and an academic leader. Over these years, she has developed and taught courses on services marketing, customer experience management and cross-cultural marketing. She has also been offering courses as an international visiting professor at La Sabana, Colombia, 2019; ESCA, Morocco (2016, 17 & 18) and Shanghai University, China (2005). She is an equally passionate researcher in the service domain, her work has published and awarded for her work in reputed journals including the Journal of Service Theory & Practice (A), Journal of Services Marketing (A), Journal of Marketing for Higher Education(B) to name a few. She has also led various teams for design, development and execution of programs working professionals across sectors for organizations like Maruti Suzuki India Ltd (leading Customer experience and sales leadership program), Hero MotoCorp (Future leaders Program), IBM-Daksh; Pantaloons Retail (Future Group); Max-Health Care (Long term management programs). Dr. Popli has her doctoral (FPM) in services marketing from IMI, New Delhi; a MBA major in Marketing with an undergraduate degree in Mathematics (Honors) from Miranda House, Delhi University. She is also completed two recent programs in the customer experience space namely Customer Experience Management from Chartered Institute of Marketing (CIM), U.K Feb 2019 and W. P. Carey Certificate in Service Experience Management, Arizona State University, U.S.A, May 2019. The Service Experience Management included independent certificates in voice of customer, service blueprinting and delivering service excellence.

## ADMINISTRATIVE DETAILS

**Mode:** Offline/online

**Fee:** INR 25,000 (offline) and INR 18,000 (online) per participant (plus 18% GST as applicable)

**Venue:** IMT Ghaziabad (Institute of Management Technology, Raj Nagar, Ghaziabad-201001)

**Management Development Program (MDP) Office**  
Institute of Management Technology, Raj Nagar, Post Box no. 137, Ghaziabad,  
Delhi NCR-201001, India

☎ (120) 4083305 | 🌐 [www.imt.edu](http://www.imt.edu)  
✉ [mdp@imt.edu](mailto:mdp@imt.edu) | [nsingh@imt.edu](mailto:nsingh@imt.edu)



Institute of  
Management Technology  
Ghaziabad, Delhi NCR

