

# Improving Your Customer Experience Through a Seamless Multi-Channel Approach



“The variety and content of the ICMI seminars are invaluable to taking your call center to the next level.”

*Reye Kenney  
Telecommunications Director,  
Hagerty Insurance*

## COURSE PRICE

**Virtual Classroom Course**  
**\$299 per person**  
Live, virtual four hour course.

## REGISTER

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## SALES CONTACT

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## Strategies and techniques that equip call center professionals at all levels to understand and build outstanding customer experiences through multiple points of contact.

Your customers are using more and more contact points than ever to communicate with your organization. Strategically managing their entire experience, through all channels, is critical to customer satisfaction and the success of your contact center. Through ICMI's *Improving Your Customer Experience through a Seamless Multi-Channel Approach* course, you'll discover how to build a multi-channel strategy that drives applications, design, usage, and success rates.

Understanding your total customer experience is essential to developing a multi-channel strategy. In this course you'll discover the key factors to track and leverage customer contacts across all channels that will build a successful customer experience, including ways to discern what your customers really want – and how to give it to them.

Plus, you'll learn the keys to developing easy-to-use, customer focused self-service, from voice response and web applications to kiosks, text messaging, and other emerging channels for customer contact. You'll consider (and involve) your customers at critical stages in development to meet your channel objectives. You'll also determine ways optimize your use of multiple channels while providing customers with critical information how and when they need it.

Designed for those responsible for channel design and management, contact center managers who want a better understanding of multi-channel strategy, and those on the front line who are responsible for the customer experience, this course will guide you to:

- Understand what your customers really want and why the multi-channel customer experience matters.
- Determine what makes a good customer experience.
- Discover the different channel options and the key benefits of each.
- Build and optimize a multi-channel strategy.
- Learn multi-channel Best Practices and common mistakes to avoid.
- Measure improvement and gauge success.

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## COURSE OUTLINE

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### Unit 1: What Does the Customer Really Want?

- ▶ Meeting Demands
- ▶ Appealing to a New Customer Base of Knowledge

### Unit 2: Why the Multi-Channel Customer Experience Matters

- ▶ Customer Experience Management
- ▶ Channel Design and Use

### Unit 3: How to Build a Multi-Channel Strategy

- ▶ Why it is Important
- ▶ Impact of Effective and Ineffective Channels

### Unit 4: Different Channel Options and their Key Benefits

### Unit 5: Best Practices for Self Service Channels

- ▶ Good Channel Design
- ▶ Seven Key Areas that Affect Usability

### Unit 6: Common Mistakes to Avoid

### Unit 7: Continuous Improvement and How to Measure Success

- ▶ Using Customer Information to Improve the Customer Experience
- ▶ Strategic Measures
- ▶ Challenges
- ▶ Continuous Improvement

### About ICMI

The International Customer Management Institute (ICMI) is the leading global provider of comprehensive resources for customer management professionals – from frontline agents to executives – who wish to improve customer experiences and increase efficiencies at every level of the contact center. ICMI's experienced and dedicated team of industry insiders, analysts, and consultants are committed to providing uncompromised objectivity and results-oriented vision through the organization's respected lineup of professional services including training, consulting, events, and information resources.