COPC® Best Practices for Digital Assisted Customer Experience

COPC® Best Practices for Digital Assisted Customer Experience (CX) training will equip attendees with the knowledge tools to improve the customer experience when using bots, digital systems and other self-service channels, as part of your customer's service journey.

Uniquely designed for digital transformation leaders and team members, this course provides best practices for the effective design, implementation and operation of conversational (voice bots, chatbots and virtual assistants) and non-conversational (mobile apps, websites and RPA) digital systems or channels.

What you will learn:

- An overview of the digital care ecosphere and the impact of service journey automation on the customer experience and business performance
- Important elements of a successful digital customer experience strategy
- The use of different divisions of artificial intelligence, like Natural Language Process (NLP), robotics, machine learning and generative models to improve the customer's journey with your company
- How to design and implement bots and other digital solutions within the service journey
- How to align, harmonize and optimize the corporation between your human-assisted and digital-assisted channels
- Important ethics and privacy considerations with the use of digital-assisted systems
- How to measure and manage digital channel performance for service, quality, efficiency, cost and customer experience to maximize the value to your business and customers
- Critical roles and responsibilities for the successful use of digital channels and assisted systems
- How to manage and improve automation and bots to support staff and your business in handling customers through live-agent support channels
- Results of globally conducted COPC Inc. research, providing you with new insights from a customer and market perspective

Course Benefits:

- Understand the developments within the digital ecosphere of customer care and learn to use the same language considering all relevant areas for your business and customers.

- Effectively integrate the best practices of assisted transactions with the abilities and advantages of digital capabilities to create better outcomes for your customers and business.

- Implement a balanced set of controls that is aligned with assisted channels to achieve consistently high digital channel performance.

Learn more at **copc.com**

This course is ideal for, but not limited to, customer experience managers and specialists; digital strategy, transition, or transformation teams; staff who are developing, implementing or managing digital channels; and vendor managers interested in outsourcing digital channels.

Logistics

- Delivered over 3 days, 4-5 hours each day
- A three-hour online course assessment is available after the last day of training

Become a Certified Professional Manager

Participants will have an opportunity to become a Certified Professional Manager by passing a course assessment.

About COPC Inc.

COPC Inc. provides consulting, training, certification, benchmarking and research for operations supporting the customer experience. The company created the COPC Standards, a collection of performance management systems for customer experience operations, customer experience management, vendor management and procurement.

Founded in 1996, COPC Inc. began by helping call centers improve their performance. Today, the company is an innovative global leader that empowers organizations to optimize operations to deliver a superior service journey. COPC Inc. headquarters are in Winter Park, FL, U.S., with operations in Europe, the Middle East, Africa, Asia Pacific, Latin America, India and Japan. www.copc.com.

Learn more at **copc.com**