



COPC® Service Journey Thinking Training



Generate Greater Loyalty

The mission of every customer experience (CX) leader is simple — to fulfill the needs of customers quickly, cost effectively, and with as little customer effort as possible. The path customers take to resolve an issue, as well as the experiences they have along the way, is known as the service journey. It differs from what many of us know as the customer journey in that it applies to both visible and behind-the-scenes activities that impact the customer experience and outcome. The service journey includes all the steps and communication methods a customer uses, and the tools and logistics a business or contact center employs to complete the service process.

Service Journey ThinkingSM is COPC Inc.'s comprehensive approach for improving the service journey. It involves analyzing the effects of all service channels together, not simply individual channels and actions. It considers the service journey from the customer's perspective, and also examines the internal components that support the experience, including people, technology, processes and policies. By applying Service Journey Thinking, brands promote greater efficiency, improved performance and reduced costs within their operations. For their customers, this means reduced effort, improved satisfaction and enhanced loyalty.

COPC® Service Journey Thinking Training

Designed for individuals looking for a proven approach to improving the customer experience, COPC® Service Journey Thinking training provides the tools and know-how needed to generate substantial and lasting change. From blueprinting the journey to linking backstage (behind-the-scenes) activities with frontstage (customer visible) activities, participants will be equipped to have an immediate and positive impact on the service journey.

Course Benefits:

- An understanding of the service journey from both customer and business perspectives
- A clear, actionable and practical approach for improving service design, the customer experience and business results
- Identification of process gaps and root causes of dissatisfiers
- Improved customer satisfaction resulting in enhanced customer loyalty
- Optimized channel transitions and reduced customer effort

Learn more at copc.com

Topics include:

- Generating a better service design to improve the customer experience
- Visualizing service journeys through service blueprints — a comprehensive mapping approach for service journeys
- Linking frontstage (customer visible) and backstage (out of sight) operational activities to identify performance and process gaps
- Identifying root causes of customer dissatisfaction and reducing workload related to product or service failures
- Decreasing future contact by resolving customer needs before they occur
- Optimizing channel transitions, drive consistency to improve resolution rates
- Simplifying transaction complexity to reduce customer effort and time-to-resolution
- Identifying key areas for performance improvement and developing appropriate recommendations
- Designing and deploying improved methods for performance monitoring

This course is ideal for:

- CX Executives and Leaders
- Customer Care and Service Executives
- Heads of Contact Centers, Retail Operations and Dispatched Service Teams
- Service Designers
- Digital Channel, Self-Service and UX Designers

Become a Certified Professional Manager

Earn the designation of Certified Professional Manager by successfully completing the course exam.

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

