

# BUILDING AI-DRIVEN CUSTOMER EXPERIENCES



REGISTER NOW



## 2-day Workshop

21st February 2024 (Wed)  
22nd February 2024 (Thu)

6th March 2024 (Wed)  
7th March 2024 (Thu)

**Avante Hotel**, Bandar Utama, Selangor



# OUR PROGRAMME

We empower you with CX (customer experience) skills needed to transform how your business delivers customer excellence.

## PROGRAMME GOALS

-  Experiential Learning
-  Practical Application
-  Enhanced Retention
-  Active Engagement
-  Promoting AI-Driven CX

## Why join us?

1

Learn decades' worth of CX expertise within 2 days

2

Understand how CX drives your company's sales and churn rate

3

Find gaps in your commercial process & improve operational efficiency

4

Learn how to leverage AI in transforming CX — building predictable sales cycles

**BE A CX EXPERT TODAY**





# COURSE CONTENT

## 1 THE IMPORTANCE OF CX

### Change Management: The Key to Success

- Cultural shift
- Alignment with organisational goals
- Cross-functional collaboration
- Communication and awareness
- Cultivating a customer-centric mindset

### The Role of Culture

- Understanding why culture is crucial and how to initiate the transformation

## 2 FUNDAMENTALS OF CUSTOMER EXPERIENCE

### Understanding Consumer Behaviour

Influencing factors, such as social & cultural norms, prior experiences, cognitive processes, & more.

### Deciphering Consumer Needs

Categories of needs, such as physiological safety & security, love & belongingness, self-actualization, & more.

**Balancing Consumer Efforts** against need, time & security.

**Application of Key Fundamentals in Your CX Journey**

## 3 CUSTOMER SERVICE vs CX

Defining differences between customer service and customer experiences, and how it shapes strategy.

## 4 CUSTOMER WOW FACTOR

Understand how the service baseline forms the foundation of CX, identify areas of improvement, set realistic goals, allocate resources efficiently and measure the impact of your efforts.

## 5 CUSTOMER RETENTION

Involves satisfying existing customers to ensure their continued patronage. We dive deep into the principles, strategies and real-life examples.

## 6 CUSTOMER EFFORT

Understand customers' required effort to obtain services, and simplify interactions to create frictionless CX.

## 7 CUSTOMER JOURNEY MAPPING

Develop a holistic view of the customer's experience from initial awareness to post-purchase and beyond.

## 8 DESIGNING YOUR COMPANY'S CX

- Drawing the customer journey
- Applying the fundamentals to your customer journey
- Developing 3 key starting points for CX strategies

## 9 APPLYING AI IN YOUR CX

- Current state of A.I.
- Practical implementations of AI in CX.
- The future of AI / CX implementation

# REGISTER TODAY

SCAN ME



[www.anbiz.com](http://www.anbiz.com)



[cheekim.hee@anbiz.com](mailto:cheekim.hee@anbiz.com)



[amallina.shah@orig.com](mailto:amallina.shah@orig.com)



[+603\\_5033\\_0333](tel:+603_5033_0333)

**Ticket Price**

**RM2,500 / pax**

## **Note**

- E3 members & existing ANBIZ/ORLIG customers will be entitled to a special discount.
- This workshop is limited to 20 seats per session

## METHODOLOGY



Lectures



Scenario-based learning



Role plays



Case studies



Hands-on projects

## WHY CHOOSE ANBIZ?

ANBIZ is a regional CRM & CX solution and technology provider based in Klang Valley. With over 20 years of experience, we specialise in building and implementing CRM & CX SOPs and technical implementations for large enterprises.

We help highly regulated industries streamline their customer journeys — industries which often struggle with compliance, user security, and CX experiences.

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*A-09-01 Empire Office, Empire Subang Jalan SS16/1, 47500 Subang Jaya Selangor.*