



Center for Executive Education

CLIENT EXPERIENCE EXCELLENCE PROGRAM



United States
International
University-Africa

Education to take you places

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ABOUT THE PROGRAM

The Client Experience Excellence Program (CEEP) at USIU Africa is designed to go beyond traditional training by enabling executives to implement innovative strategies that truly transform customer interactions and foster deep loyalty. Focusing on practical application and leadership, CEEP is designed to help executives turn satisfied customers into passionate advocates, driving organizational success through a superior and memorable client experience.



WHY CEEP AT USIU-AFRICA?

The Client Experience Excellence Program (CEEP) certification course is based on the 5-pillar method. This is a framework with 5 pillars, each focusing on specific soft skills aimed at winning customers' hearts.

The course guides organizations on how to reduce friction in the customer journey with minimal resources. It takes participants from customer experience journey mapping to the implementation of strategies aimed at delighting the customer. This highly interactive course is divided into six modules over 5 days (6 hours per day).



TARGET AUDIENCE

- C-Suite executives & Business Level Executives
- Functional level executives (Customer Service Managers & Practitioners, Marketers, Sales professionals, Business Developers, and Human Resources Practitioners).
- Entrepreneurs & Business Owners

WHAT SETS US APART?

Proven Methodologies:

This program utilizes a unique framework that examines customer service from the perspective of five pillars. Each pillar delves into tested, tried, and true models, and instructors break down each model to make it digestible and easy to understand. The program harnesses the power of storytelling to bring the models to life, enabling attendees to apply the lessons practically in the workplace.

**Workshop-style interactive classes:**

Our classes, both In-person and Online, are small, allowing attendees to interact with both their peers and instructors to share ideas and receive feedback. This ensures that the program maintains a high quality. Real-life business Case Studies and simulations are used to enhance learning transferability to the workplace.

Focus on Experience, not just Service:

The course focuses on shifting the mindset from delivering service to orchestrating exceptional customer experiences. This involves understanding the emotional journey beyond transactions, building genuine connections, and fostering brand loyalty.

Focus on Self-care:

Undoubtedly, the responsibility of catering to customers can be emotionally taxing, highlighting the crucial need for employees to prioritize their mental well-being. This program delves into positive intelligence, equipping attendees with valuable tools to navigate stress and handle challenging situations. Our course empowers individuals to manage these pressures effectively, ensuring they don't become mentally drained in the process.

Innovation and Future-proofing:

The course delves into emerging trends and the future. It discusses how customer service is evolving with new technologies and changing customer expectations, preparing executives for the future of customer interactions.

Going Beyond the Training Room:

Following each module, the participants will generate action steps to implement once they return to the workplace. The STOP, START, CONTINUE framework will guide the Action Plan. A follow-up on the Action Plan with the participants will be agreed upon.

COURSE CONTENT

The Psychology of Customers:

To deliver exceptional customer experiences, employees must have insight into the customer mindset. Understanding of the Customer Service Trinity and the Head, Heart and Hand model introduces the employees to the "Why" of customer excellence.

Customer Experience Journey Mapping:

Attendees map their organization's customer experience journey, focusing on TEA: Touchpoints, Emotions, and Action points.

The Human-Process-Human Principle:

This emphasizes on the human touch in customer interactions, using primacy and recency laws; discuss small touches for memorable visits, minimizing complaints, and enhancing experiences.

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PROFESSIONAL CERTIFICATION: CERTIFIED CUSTOMER SERVICE PROFESSIONAL (CCSP) (OPTIONAL)

We will issue certificates on the Client Experience Excellence Program (CEEP); however, for those who are interested in getting the title Certified Customer Service Professional (CCSP) will be required to take a multiple-choice application exam at a separate cost of US\$250.

The certification is offered by an American Certifying body in conjunction with United States International University.



Scan for more
information

Cost

KSHS/= **51,000**



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Education to take you places

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