



RAPID HERO: EMPLOYEE ONBOARDING I: SERVICE MINDSET

COURSE OUTLINE

M1: INTRODUCTION

- L1: Pre-Introduction
- L2: Introduction

M2: WHY CUSTOMER EXPERIENCE IS IMPORTANT

- L1: What Is Customer Experience?
- L2: The Business Case for CX
- L3: Creating Competitive Advantage with CX

M3: HOW TO UNDERSTAND THE MODERN CUSTOMER

- L1: Emotion and Experience
- L2: What Defines an Experience
- L3: The Modern, Multicultural Customer

M4: WHY CUSTOMER EXPERIENCE MATTERS TO US

- L1: Benefits of a Customer-Centric Focus
- L2: Proactive Service Prevents Problems
- L3: Happy Customers Make Happy Work

M5: HOW TO ADOPT A SERVICE MINDSET

- L1: Keeping Complaints in Perspective
- L2: You Don't Know Your Customer's Story
- L3: Putting the Customer First

M6: BE YOUR CUSTOMER'S HERO

- L1: A Better World Through Customer Experience
- L2: How Can I?
- L3: How to Be Your Customer's Hero