

## Customer Experience Management

### PURPOSE

The aim is for participants to recognise the importance of customer experience management in achieving the organisation's long-term goals. Participants gain a holistic customer perspective to continuously improve products and services and capture competitive advantage.

### WHO CAN PARTICIPATE?

Customer Experience Management is suitable for all departments and positions, including customer experience, marketing, sales, human resources, information technology, operations, product development, product management, CRM, data management, analytics, legal, compliance, risk management, digital, process management, project management, strategy, and procurement.

### CONTENT

- Customer Experience Development Customer Experience-Driven Transformation Customer Experience Phases
- Customer Experience Strategy and Brand Promise
- Creating a Customer Experience Strategy The Role of Employees in Implementing the Strategy Thinking Like a Customer
- Brand Value Proposition and Brand Mission
- Customer Journey Mapping
- Principles and Prioritisation of Customer Journey Mapping
- Customer Experience Measurement Principles
- Listening to the Customer's Voice Improving Customer Experience Customer-Centric Culture
- Action Planning

Training Date	Thursday, 13 March 2025 Friday, 14 March 2025
Virtual Classroom Application	Zoom
Virtual Classroom	
Start-End Time	10:00 AM - 4:00 PM

### INSTRUCTOR



Betül Yılmaz

### CURRICULUM VITAE

After completing her economics education, she began her career in the pharmaceutical industry and later continued in the banking sector. She has 16 years of professional experience in customer experience, marketing, business development, change management, and sales. For 13 years, she held managerial positions at TEB – BNP Paribas in marketing, sales, strategy, and customer experience management. TEB Sh.A

He served as the head of the labour union during Kosovo's establishment. He has international business and strategy development experience, including working with diverse cultures. He is an expert in customer and employee experience strategy, human-centred design, customer and employee journey mapping, and a professional coach. He has been a keynote speaker and moderator on customer experience at numerous national and international conferences. He also serves as a jury member in international competitions in the field of customer experience. He is the partner of world-renowned customer experience expert Ian Golding in Turkey and the sole Turkish practitioner of 'The Golding Framework'. He is the first author of the book 'Customer Experience 2' from Turkey. The book has been number one in its category on Amazon's bestseller list in five countries. He currently works at 'Elephant Istanbul', the customer experience and strategy design firm he founded, where he specialises in customer experience management, experience design, and business consulting.