

CUSTOMER EXPERIENCE MANAGEMENT INTERNSHIP PROGRAMME

NQF LEVEL 5
IACET #: 5451580

TLC offers the Customer Experience Management Certification programme as an 8 month internship programme. This internship is aimed at teaching key skills around Customer Experience Management. Training Leadership Consulting is an accredited training service provider. TLC offers Category B Internships under the skills matrix. This enables the Interns salary cost to be counted toward the training spend.

ACCREDITATION

Internationally Accredited through IACET

IACET #: 5451580



- **B-BBEE LEVEL 2**
 - >51% Black Women Owned
 - >QSE
- **Continuing Education Units (CEU's)**
 - 6 CEU's
- **Global Standard aligned to ISO 13053**
- **Level 4 certification (IACET)**
 - Theory
 - Online exam
 - Practical workplace project

SETA Accredited
Service Provider
SETA #: 12308



INTERNSHIP INCLUDES



- 4 days of theoretical training
- Customer Experience Management (CEM) printed books
- CEM certification administration
- Theoretical online exam
- Practical workplace project
- Project coaching & assessments for practical workplace project application
- International certification

A Certificate will only be issued on completion of both the theoretical knowledge and practical workplace application project. At the end of the agreed upon time, the Intern will submit a project that will be due at the end of 8 months.

KEY OUTCOMES

THEORETICAL TRAINING: 1 - 4 DAYS CLASSROOM TRAINING

- Describe the Customer Experience Model
- Determine the Value Chain
- Identify the Customer Experience metrics
- Describe the Customer Journey Mapping
- Determine the Voice of the Customer (VOC)
- Identify the role of Employee Engagement
- Identify the role of emotions
- Understand the personal role in Customer Experience
- Understand the top 10 secrets of Customer Experience

PRACTICAL WORKPLACE PROJECT: 1 - 8 MONTHS

- Review negative and positive Customer Experiences
- Review best practices in own environment
- Review understanding of using the tools/approaches learnt
- Recognise the Voice of the Customer (VOC)
- Create a Customer Journey Map (personal experience)
- Create a Customer Journey Map (department experience)
- Create an Action Plan (opportunity, fail point and gap)
- Coaching sessions
- Final assessment and presentation

COACHING / ASSESSMENT TERMS

The coach will meet with the Intern on a monthly basis in order to explain responsibilities and evaluate the Intern's progress. The coach will design, describe, and explain the grading criteria to the Intern. The coach will assess the Intern's performance at the end of the theoretical and practical workplace application in a written assessment report.

REQUIREMENTS

- Complete the theoretical knowledge training
- Complete the theoretical knowledge assessment (online quizzes and online exam)
- Complete the practical application project in the workplace
- Work with a coach to complete the workplace project and knowledge assessment
- Submit a project that will be due at the end of the programme.

WHAT IS AN INTERNSHIP?

TLC offers the Customer Experience Management Certification programme as an 8 month internship programme. This internship is aimed at teaching key skills around Customer Experience Management. Training Leadership Consulting is an accredited training service provider. TLC offers Category B Internships under the skills matrix. This enables the Interns salary cost to be counted toward the training spend.

THE INTERN WILL:

- Complete the theoretical knowledge training
- Complete the theoretical knowledge assessment (online exam)
- Complete the practical application project in the workplace
- Work with a coach to complete the workplace project and knowledge assessment
- Submit a project that will be due at the end of the programme.

Duration: 60 hours

CEU's: 6

GET IN TOUCH

Should you have any queries, please contact us

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