

# TrulyHuman Customer Experience Training

Turn Your Customer Experience Into a Competitive Advantage

**58% of loyal customers now say “the experience” is their primary brand engagement driver.**

5 years ago your company was probably focused on price and discounts to drive customer behaviors. But now customers are demanding you deliver the experience they expect.

- Is your company putting enough focus on customer experience?
- Is customer experience a challenge limiting your growth?
- Are you ready to activate your customer experience as a competitive differentiator?

The truth is no single team is responsible for your customer experience. Whether you are a leader responsible for marketing, sales, product development, or customer service, arming your team with the right knowledge and insights will help you contribute to a better CX.

Now is the time to invest in training your people to create a CX that will deliver a strong financial return.

## Foundation Courses

### 1 **Creating a Powerful Customer Experience**

A powerful customer experience does not happen by chance. Learn how to design with intention and understand the tools to build a compelling customer journey that will lead to your best CX ever.

### 2 **Buyer Brain: The Psychology of the Engaged Customer**

Truly creating lasting customer connection goes beyond marketing. Learn how to master the core drivers of human behavior and understand why customers choose one brand over another.

## Deep-Dive Courses

### 3 **TrulyHuman Customer Loyalty: How to Attract and Keep Raving Fans for your Brand**

Selling is easy – sustaining customer loyalty is hard, with only 20% of consumers identifying as truly loyal. Building long-term and profitable customer relationships starts with understanding the four different types of loyalty, which customers to focus on, and how to avoid the most common loyalty mistakes.

### 4 **TrulyHuman Customer Service: How to Include Your Customers Within Your Span of Care**

The most powerful connections with your customers happen when they interact directly with your team members. Ensuring those interactions are positive requires equipping your team with empathetic listening skills, teaching them how to respond in stressful situations, and providing a play-pattern to anticipate customer needs.



**Learn tools to  
redesign your CX**



**Understand the psychology of  
customer choice**



**Earn long-term  
brand advocates**



**Tailor your interactions  
with different customers**