

TEAM LEADER PATHWAY · COURSE 4 OF 4 · WITH DANIEL ORD

Customer Experience Management for Team Leaders

No role in the contact centre has more day-to-day influence on customer experience than the Team Leader. Every roster, huddle, quality check and coaching conversation shapes how customers feel.

\$897

per person, ex GST

**PUBLIC OR
PRIVATE****FORMAT****2 × 4.5 hours, live online****FOR****New, experienced and aspiring
Team Leaders****RATING****4.9/5 from verified reviews**

This course shows Team Leaders what CX really is, how it links to business results, and how to turn CX strategy, journeys and metrics into everyday leadership.

What you'll be able to do

Explain CX clearly

What CX is, why it matters and how it links to business results.

Use CX architecture

Lifecycles, journeys, jobs to be done and touchpoints, with your team.

Service and experience

How Customer Service and CX differ, and how they work together.

Use the voice of the customer

Research, personas, journey maps and VOC dashboards, made practical.

Read CX metrics

How CX measures cascade from company goals to frontline behaviour.

Lead CX every day

Turn CX strategy into clear expectations for coaching, quality and huddles.

Who it's for No prerequisites are needed.

- ✓ **Team Leaders and Supervisors:** responsible for day-to-day CX and team behaviour.
- ✓ **Senior Team Leaders:** connecting CX strategy across teams and channels.
- ✓ **Emerging leaders:** high-potential advisors preparing to step up.
- ✓ **CX, quality and insights partners:** working with Team Leaders on feedback and metrics.
- ✓ **Contact centre managers:** wanting stronger CX know-how at Team Leader level.
- ✓ **Organisations investing in CX:** where journey and VOC work needs to reach the floor.

Your trainer



Daniel Ord is a global contact centre and CX expert and the founder of OmniTouch International. He has trained 50,000+ people in 40+ countries.

- ✓ 50,000+ people trained in 40+ countries
- ✓ ICMI Certified Associate, Net Promoter Certified
- ✓ Certified Customer Experience Professional (CCXP)

What's covered: four modules *Two live sessions on consecutive days*

You move from understanding CX, to strategy and customer feedback, to metrics, and finally to what it all means for your daily leadership.

MODULE 1

Understanding customer experience

What CX really means, and why it matters to customers, employees and the organisation.

- ✓ The business case for CX
- ✓ Lifecycles, journeys, jobs to be done and touchpoints
- ✓ Customer Service versus CX

MODULE 2

CX strategy and the voice of the customer

The core elements of CX strategy, and how organisations listen to customers in practice.

- ✓ Purpose, CX vision and customer expectations
- ✓ Research methods and personas
- ✓ Journey mapping and VOC dashboards

MODULE 3

CX metrics: are we on the right track?

How CX metrics work, and how they cascade from company goals to frontline behaviour.

- ✓ Descriptive, perception and outcome metrics
- ✓ How CX data fits together
- ✓ Linking CX measures to business results

MODULE 4

What this means for you as a Team Leader

Bringing it together: how you apply CX thinking with your team every day.

- ✓ The Team Leader as CX translator
- ✓ CX in quality, coaching and daily operations
- ✓ The metrics Team Leaders can influence

The Team Leader Development Pathway

 Four courses by Daniel Ord · \$897 each

Most Team Leaders step up because they excelled on the frontline, then find that operations, quality, leadership and CX need a completely different toolkit. The pathway covers all four. Each course stands alone and can be taken in any order, or run all four privately as one Team Leader program.

OPERATIONS 01 Call Centre Operations Management for Team Leaders Service levels, staffing, occupancy, adherence	QUALITY & COACHING 02 Quality Management & Coaching for Team Leaders QA frameworks, calibration, coaching for change	LEADERSHIP & PEOPLE 03 Leadership & People Management for Team Leaders Engagement, rhythms, feedback, tough conversations	CUSTOMER EXPERIENCE 04 Customer Experience Management for Team Leaders CX metrics, VOC, journey thinking, daily leadership This course
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What participants say

★★★★★ "Great holistic view of the CX process!" Mary Fitzpatrick Team Leader, Service NSW	★★★★★ "I felt that Dan had a real passion for the topic at hand and expertly guided us through the topics, as well as answering questions in depth." Cait Q. Team Lead, Queensland Tertiary Admissions Centre (QTAC)	★★★★★ "It was great to link all the elements of CX together. A clear path of which CX muscle to flex to deliver an outcome." Melissa Thompson Manager Customer Support, Whitehorse City Council
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Pricing and options

- ✓ Save 15% when you book 3 or more tickets
- ✓ ACXPA members save 25% on live public courses
- ✓ Pay by card or request an invoice at checkout
- ✓ Take one pathway course or all four, in any order
- ✓ Private courses (minimum 6), live online on dates that suit you
- ✓ Minimum numbers apply: if a date can't run, move dates or get a full refund

ACXPA MEMBERSHIP
Want to save \$224.25 on this course?


ACXPA members pay \$672.75, not \$897, plus a year of coaching tools, WFM calculators and live expert support

CX Skills is the official training partner of ACXPA. Membership gives Team Leaders their own login to 65+ practitioner-built tools, templates and resources, plus live expert access every fortnight.



Scan to explore

Coaching & Performance Hub

With Business Membership: a Team Leader Coaching Guide for 14 common scenarios, a Goal Tracker, and GROW and SMART templates for consistent coaching conversations.

WFM Hub

Nine planning tools, including Erlang staffing and service level simulators, an Interval Planner and a Shrinkage Calculator.

Agent Performance Matrix

New: plots every agent on quality versus productivity, so the whole team's coaching priorities are obvious in one view.

Outlier Detection Wizard

Pinpoints top and bottom performers across multiple metrics, so coaching effort lands where it matters most.

Ready-to-deliver training

Facilitator packs (HEAT, Active Listening, Complaints) as PowerPoint decks with speaker notes and scenario activities, ready to run with your team.

Learning library

17 self-paced courses with certificates, Member Bytes videos, one-minute refreshers and industry quizzes.

25% off every CX Skills live public course, including this one.

Individual \$197 a year · Business from \$497 for a team of five (ex GST). One person on this \$897 course saves \$224.25. acxpa.com.au/membership

Next steps

See upcoming dates and book online by card or invoice, or talk to us about a private course for your team.

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Scan for dates