

Mastering Customer Experience: A 5-Day Transformation Course

Marketing, Sales, Customer Service
Berlin (Germany)
25 - 29 Aug 2025

UK Traininig

PARTNER

A close-up photograph of chess pieces on a checkered board. In the foreground, a large, ornate gold king piece stands prominently. To its left, a smaller silver pawn is visible. Further back, another silver pawn is positioned. The background features concentric circles, suggesting a target or a strategic focus.

Mastering Customer Experience: A 5-Day Transformation Course

Ref: 321612_141884 **Date:** 25 - 29 Aug 2025 **Location:** Berlin (Germany) **Fees:** 4200 **Euro**

Course Description

This intensive 5-day course equips professionals with the knowledge and tools to revolutionize their organization's customer experience. Participants will learn to map customer journeys, implement CX strategies, and leverage data-driven insights to create memorable interactions across all touchpoints. By the end of the course, attendees will be prepared to lead CX initiatives that drive customer loyalty, advocacy, and business growth.

Learning Objectives

- Develop a comprehensive understanding of customer experience principles and best practices
- Master the art of customer journey mapping to identify pain points and opportunities
- Learn to design and implement effective CX strategies aligned with business goals
- Acquire skills to measure and analyze CX metrics for continuous improvement
- Understand how to create a customer-centric culture within your organization
- Gain proficiency in using CX tools and technologies to enhance customer interactions

Course Modules

Day 1: Foundations of Customer Experience

- Introduction to CX and its business impact
- Understanding customer needs and expectations
- CX vs. Customer Service: Key differences
- The role of emotion in customer experience

Day 2: Customer Journey Mapping

- Principles of customer journey mapping
- Identifying touchpoints and moments of truth
- Persona development for effective journey mapping
- Journey mapping workshop: Hands-on exercise

Day 3: CX Strategy and Design

- Developing a CX vision and strategy
- Design thinking in CX innovation
- Aligning CX initiatives with business objectives

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

UK Training
PARTNER

- Creating seamless omnichannel experiences

Day 4: Measuring and Analyzing CX

- Key CX metrics and KPIs
- Voice of Customer VoC programs
- Data analysis and insights generation
- Continuous improvement frameworks

Day 5: Implementing and Sustaining CX Excellence

- Building a customer-centric culture
- Change management for CX transformation
- CX governance and leadership
- Future trends in customer experience

Practical Wins for Participants

- Create a comprehensive customer journey map for your organization
- Develop a customized CX strategy aligned with your business goals
- Design a VoC program to capture and analyze customer feedback
- Craft an action plan to foster a customer-centric culture in your company

Blackbird training cities



Amman (Jordan)



Amsterdam (Netherlands)

Accra (Ghana)

Annecy (France)

Baku (Azerbaijan)

Bali (Indonesia)

Bangkok (Thailand)

Bangkok (Thailand)

Barcelona (Spain)

Batumi (Georgia)

Beijing (China)

Beirut (Lebanon)

Berlin (Germany)

Birmingham (UK)

Bordeaux (France)

Boston, Massachusetts (USA)

Brussels (Belgium)

Cairo (Egypt)

Cape Town (South Africa)

Casablanca (Morocco)

Cascais (Portugal)

Copenhagen (Denmark)

Doha (Qatar)

Dubai (UAE)

Düsseldorf (Germany)

UK Training
PARTNER



Blackbird Training Category



Human Resource



Audit & Quality Assurance



Finance, Accounting, Budgeting



Marketing, Sales, Customer Service



Secretary & Admin



Law and Contract Management



Project Management



IT & IT Engineering



Supply Chain & Logistics



Management & Leadership



Professional Skills



Oil & Gas Engineering



Health & Safety



Telecom Engineering



Hospital Management



Customs & Safety



Aviation



C-Suite Training



Agile and Refinement



Blackbird training Clients



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior
Kingdom of Saudi Arabia
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



المؤسسة العامة للتأمينات الاجتماعية
General Organization for Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



Authority for

UK Training
PARTNER



LONDON TRAINING PROVIDER



www.blackbird-training.com



training@blackbird-training.com



+44 7480 775526 / +44 7401 177335