

# Mastering Customer Experience: A 5-Day Transformation Course

Marketing, Sales, Customer Service  
Munich (Germany)  
01 - 05 Sep 2025

UK Training

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## Mastering Customer Experience: A 5-Day Transformation Course

**Ref:** 321612\_141886 **Date:** 01 - 05 Sep 2025 **Location:** Munich (Germany) **Fees:** 4400 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 (a king, a queen, a rook, and a pawn) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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- 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

A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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