

Mastering Customer Experience: A 5-Day Transformation Course

Marketing, Sales, Customer Service
Cape Town (South Africa)
25 - 29 Aug 2025

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A large, detailed image of chess pieces on a checkered board. In the foreground, a gold king piece stands prominently next to a silver pawn. To the left, another silver pawn is visible. The background features concentric circles and a checkered pattern, suggesting a strategic or competitive theme.

Mastering Customer Experience: A 5-Day Transformation Course

Ref: 321612_141908 **Date:** 25 - 29 Aug 2025 **Location:** Cape Town (South Africa) **Fees:** 3300 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.

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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

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