Mastering Customer Experience: A 1-Week Transformation Course

8 – 12 November 2027
Casablanca (Morocco)



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Why This Course

In today's competitive marketplace, exceptional customer experience CX is a key differentiator that drives loyalty, advocacy, and sustainable business growth. Organizations that understand their customers, anticipate needs, and deliver consistent, meaningful interactions achieve stronger engagement and higher profitability.

This intensive 1-week course empowers professionals to transform their organization's customer experience. Participants will gain practical skills in mapping journeys, designing strategies, and leveraging data to create seamless, memorable experiences across all touchpoints. The program combines proven frameworks with hands-on exercises, preparing attendees to lead impactful CX initiatives.

What You'll Learn and Practice

By attending this program, you will be able to:

- Understand core principles and best practices of customer experience.
- Map customer journeys to identify pain points and opportunities.
- Design and implement CX strategies aligned with organizational goals.
- Measure and analyze CX metrics to drive continuous improvement.
- Foster a customer-centric culture within your organization.
- Utilize CX tools and technologies to enhance customer interactions.

The Program Flow

Day 1: Foundations of Customer Experience

- Introduction to CX and its impact on business performance
- Understanding customer needs, expectations, and emotions
- Distinguishing CX from traditional customer service
- The role of emotion and engagement in shaping experiences

Day 2: Customer Journey Mapping

- Principles and methodology of journey mapping
- Identifying touchpoints and moments of truth
- Developing customer personas for accurate mapping
- Hands-on workshop: creating actionable journey maps



Day 3: CX Strategy and Design

- Crafting a CX vision and strategic roadmap
- Applying design thinking to CX innovation
- Aligning CX initiatives with business objectives
- Designing seamless omnichannel experiences

Day 4: Measuring and Analyzing CX

- Key CX metrics and performance indicators
- Voice of Customer VoC programs for actionable insights
- Data analysis techniques to inform CX decisions
- Frameworks for continuous improvement in customer experience

Day 5: Implementing and Sustaining CX Excellence

- Building and embedding a customer-centric culture
- Leading CX transformation through change management
- Governance, leadership, and accountability in CX programs
- Emerging trends shaping the future of customer experience

Individual Impact

Participants will leave the course with:

- A comprehensive customer journey map tailored to their organization.
- A customized CX strategy aligned with business goals.
- Skills to develop and manage a Voice of Customer program.
- An actionable plan to embed a customer-centric culture.

Organizational Impact

Organizations will benefit from:

- Enhanced customer loyalty and engagement.
- Improved operational alignment around customer needs.
- Data-driven insights to inform strategic decisions.
- A foundation for sustainable, differentiated customer experiences.



Training Methodology

- Interactive lectures grounded in real-world CX examples
- Hands-on workshops for journey mapping and strategy development
- Group discussions, peer learning, and problem-solving exercises
- Action planning sessions for practical implementation

Beyond the Course

By the end of the one week, participants will be prepared to:

- Lead CX initiatives that transform customer interactions.
- Design and implement measurable, impactful strategies.
- Foster a culture that consistently prioritizes customer needs.
- Drive business growth through improved customer satisfaction and loyalty.

