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Global Learning for Operational Leaders



DIGITAL INNOVATION AND TRANSFORMATION | DIT-067

Customer Experience (CX) Strategy in the Digital Age

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Course content

Why Attend

Customer experience has become a primary source of competitive advantage. Customers compare every interaction with the best digital experiences they have had anywhere, and they quickly switch providers when expectations are not met.

A clear CX strategy aligns the organisation around the customer, connecting brand promise, digital channels, frontline service, processes, data and culture into one consistent experience.

Course Methodology

• This training course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This includes an interactive mixture of lecture-led learning, case studies, practical exercises and group discussions.

Course Objectives

• Understand core principles and best practices covered in Customer Experience (CX) Strategy in the Digital Age.

• Apply practical techniques to day-to-day operational challenges.

• Build an implementation action plan suitable for your organization.

Target Audience

• Customer experience managers and officers

• Marketing and brand leaders

• Digital channel and product managers

• Customer service and contact centre managers



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Course outline

Detailed course outline

Day-by-day outline for Customer Experience (CX) Strategy in the Digital Age.

Day 1 - The Strategic Value of Customer Experience

• 09:00-09:39 | Defining Customer Experience: Interactions, perceptions and emotions

• 09:39-10:18 | The Economics of CX: Loyalty, retention, share of wallet and cost to serve

• 10:18-10:57 | Digital Customer Expectations: Speed, personalisation, convenience and self-service

• 10:57-11:00 | CX Maturity Models: Assessing where the organisation stands

• 11:00-11:30 | Coffee break

• 11:30-12:06 | CX Maturity Models: Assessing where the organisation stands (continued)

• 12:06-12:44 | Leading CX Organisations: Lessons from global and regional leaders

• 12:44-13:22 | Government Service Excellence: Customer happiness and service charters in the region

• 13:22-14:00 | Assessment: Participants evaluate CX maturity in their organisation

Day 2 - Understanding the Customer

• 09:00-09:30 | Voice of the Customer Programmes: Surveys, feedback and listening posts

• 09:30-10:00 | Qualitative Research: Interviews, ethnography and customer panels

• 10:00-10:30 | Customer Analytics: Using data to understand behaviour and value

• 10:30-11:00 | Personas and Segments: Designing for distinct customer needs

• 11:00-11:30 | Coffee break

• 11:30-12:00 | Personas and Segments: Designing for distinct customer needs (continued)

• 12:00-12:30 | Customer Needs and Jobs to Be Done: Understanding what customers are trying to achieve

• 12:30-13:00 | Emotional Drivers of Experience: Trust, effort and recognition

• 13:00-14:00 | Exercise: Build customer personas from research findings



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Day 3 - Designing Omnichannel Journeys

• 09:00-09:27 | Customer Journey Mapping: Current-state journeys and pain points

• 09:27-09:54 | Moments of Truth: Identifying interactions that shape loyalty

• 09:54-10:48 | Omnichannel Design: Consistent experiences across digital and physical channels

• 10:48-11:00 | Service Blueprinting: Connecting front-stage experience with back-stage processes

• 11:00-11:30 | Coffee break

• 11:30-11:45 | Service Blueprinting: Connecting front-stage experience with back-stage processes (continued)

• 11:45-12:12 | Digital Self-Service: Apps, portals and chat that customers actually use

• 12:12-13:06 | Designing for Recovery: Complaint handling and service recovery

• 13:06-14:00 | Workshop: Redesign a priority customer journey

Day 4 - Technology, Data and AI for CX

• 09:00-09:34 | The CX Technology Stack: CRM, CDP, contact centre, analytics and feedback platforms

• 09:34-10:08 | Personalisation: Using data to tailor offers, content and service

• 10:08-10:42 | AI in Customer Experience: Chatbots, agent assist, sentiment and predictive service

• 10:42-11:00 | Single Customer View: Integrating customer data across channels

• 11:00-11:30 | Coffee break

• 11:30-11:46 | Single Customer View: Integrating customer data across channels (continued)

• 11:46-12:20 | Privacy and Trust: Responsible use of customer data

• 12:20-12:53 | Technology Selection and Implementation: Avoiding tool-led CX

• 12:53-14:00 | Case Study: Digital CX transformation in a service organisation



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Day 5 - Measuring CX and Building a Customer-Centric Culture

- 09:00-09:39 | CX Metrics: Net Promoter Score, CSAT, Customer Effort Score and journey KPIs
- 09:39-10:18 | Linking CX to Business Results: Revenue, cost and retention analysis
- 10:18-10:57 | CX Governance: Roles, councils and accountability
- 10:57-11:00 | Employee Experience: Engaging frontline staff to deliver great service
- 11:00-11:30 | Coffee break
- 11:30-12:06 | Employee Experience: Engaging frontline staff to deliver great service (continued)
- 12:06-12:44 | Closing the Loop: Acting on feedback systematically
- 12:44-13:22 | CX Roadmap: Prioritising initiatives and quick wins
- 13:22-14:00 | Capstone: Participants present a CX strategy for their organisation



Seminar dates

Available seminar dates

Live dates and pricing for Customer Experience (CX) Strategy in the Digital Age generated from the course details page.

Date	Location	Format	Fee
4 - 8 January 2027	Berlin	Classroom	**€3,400**
11 - 15 January 2027	Dubai	Classroom	**€2,745**
18 - 22 January 2027	Barcelona	Classroom	**€2,175**
25 - 29 January 2027	Cape Town	Classroom	**€1,895**
1 - 5 February 2027	Frankfurt	Classroom	**€2,215**
8 - 12 February 2027	Stockholm	Classroom	**€3,400**
15 - 19 February 2027	Kuala lumpur	Classroom	**€2,425**
22 - 26 February 2027	London	Classroom	**€2,815**
1 - 5 March 2027	Istanbul	Classroom	**€2,250**
8 - 12 March 2027	Malmo	Classroom	**€3,400**



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15 - 19 March 2027	Cape Town	Classroom	**€1,895**
22 - 26 March 2027	Paris	Classroom	**€2,210**
5 - 9 April 2027	Dubai	Classroom	**€2,745**
12 - 16 April 2027	Amsterdam	Classroom	**€2,415**
19 - 23 April 2027	Dubai	Classroom	**€2,745**
26 - 30 April 2027	London	Classroom	**€2,815**
3 - 7 May 2027	Cape Town	Classroom	**€1,895**
10 - 14 May 2027	Copenhagen	Classroom	**€3,400**
17 - 21 May 2027	Istanbul	Classroom	**€2,250**
24 - 28 May 2027	Barcelona	Classroom	**€2,175**



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Date	Location	Format	Fee
7 - 11 June 2027	Cape Town	Classroom	**€1,895**
14 - 18 June 2027	Oslo	Classroom	**€4,200**
21 - 25 June 2027	Dubai	Classroom	**€2,745**
5 - 9 July 2027	Kuala lumpur	Classroom	**€2,425**
12 - 16 July 2027	London	Classroom	**€2,815**
19 - 23 July 2027	Dublin	Classroom	**€3,360**
26 - 30 July 2027	Dubai	Classroom	**€2,745**
2 - 6 August 2027	Cape Town	Classroom	**€1,895**
9 - 13 August 2027	Paris	Classroom	**€2,210**
16 - 20 August 2027	Dubai	Classroom	**€2,745**



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23 - 27 August 2027	Amsterdam	Classroom	**€2,415**
6 - 10 September 2027	Dubai	Classroom	**€2,745**
13 - 17 September 2027	Manchester	Classroom	**€3,360**
20 - 24 September 2027	Cape Town	Classroom	**€1,895**
4 - 8 October 2027	Liverpool	Classroom	**€3,360**
11 - 15 October 2027	Dubai	Classroom	**€2,745**
18 - 22 October 2027	Barcelona	Classroom	**€2,175**
25 - 29 October 2027	Cape Town	Classroom	**€1,895**
1 - 5 November 2027	Frankfurt	Classroom	**€2,215**
8 - 12 November 2027	Dubai	Classroom	**€2,745**



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15 - 19 November 2027	Kuala lumpur	Classroom	**€2,425**
22 - 26 November 2027	Brussels	Classroom	**€3,400**
6 - 10 December 2027	Istanbul	Classroom	**€2,250**
13 - 17 December 2027	Dubai	Classroom	**€2,745**
20 - 24 December 2027	Cape Town	Classroom	**€1,895**
27 - 31 December 2027	Paris	Classroom	**€2,210**
4 - 8 January 2027	Online / Live	Online / Live	**€1,515**
11 - 15 January 2027	Online / Live	Online / Live	**€1,515**
18 - 22 January 2027	Online / Live	Online / Live	**€1,515**
25 - 29 January 2027	Online / Live	Online / Live	**€1,515**



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1 - 5 February 2027	Online / Live	Online / Live	**€1,515**
8 - 12 February 2027	Online / Live	Online / Live	**€1,515**
15 - 19 February 2027	Online / Live	Online / Live	**€1,515**
22 - 26 February 2027	Online / Live	Online / Live	**€1,515**
1 - 5 March 2027	Online / Live	Online / Live	**€1,515**
8 - 12 March 2027	Online / Live	Online / Live	**€1,515**
15 - 19 March 2027	Online / Live	Online / Live	**€1,515**
22 - 26 March 2027	Online / Live	Online / Live	**€1,515**
5 - 9 April 2027	Online / Live	Online / Live	**€1,515**
12 - 16 April 2027	Online / Live	Online / Live	**€1,515**



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3 - 7 May 2027	Online / Live	Online / Live	**€1,515**
10 - 14 May 2027	Online / Live	Online / Live	**€1,515**
17 - 21 May 2027	Online / Live	Online / Live	**€1,515**
24 - 28 May 2027	Online / Live	Online / Live	**€1,515**
7 - 11 June 2027	Online / Live	Online / Live	**€1,515**
14 - 18 June 2027	Online / Live	Online / Live	**€1,515**
21 - 25 June 2027	Online / Live	Online / Live	**€1,515**
5 - 9 July 2027	Online / Live	Online / Live	**€1,515**



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19 - 23 July 2027	Online / Live	Online / Live	**€1,515**
26 - 30 July 2027	Online / Live	Online / Live	**€1,515**
2 - 6 August 2027	Online / Live	Online / Live	**€1,515**
9 - 13 August 2027	Online / Live	Online / Live	**€1,515**
16 - 20 August 2027	Online / Live	Online / Live	**€1,515**
23 - 27 August 2027	Online / Live	Online / Live	**€1,515**
6 - 10 September 2027	Online / Live	Online / Live	**€1,515**
13 - 17 September 2027	Online / Live	Online / Live	**€1,515**
20 - 24 September 2027	Online / Live	Online / Live	**€1,515**



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25 - 29 October 2027	Online / Live	Online / Live	**€1,515**
1 - 5 November 2027	Online / Live	Online / Live	**€1,515**
8 - 12 November 2027	Online / Live	Online / Live	**€1,515**
15 - 19 November 2027	Online / Live	Online / Live	**€1,515**
22 - 26 November 2027	Online / Live	Online / Live	**€1,515**
6 - 10 December 2027	Online / Live	Online / Live	**€1,515**
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27 - 31 December 2027	Online / Live	Online / Live	**€1,515**