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# Customer Experience Perfection for Modern Managers

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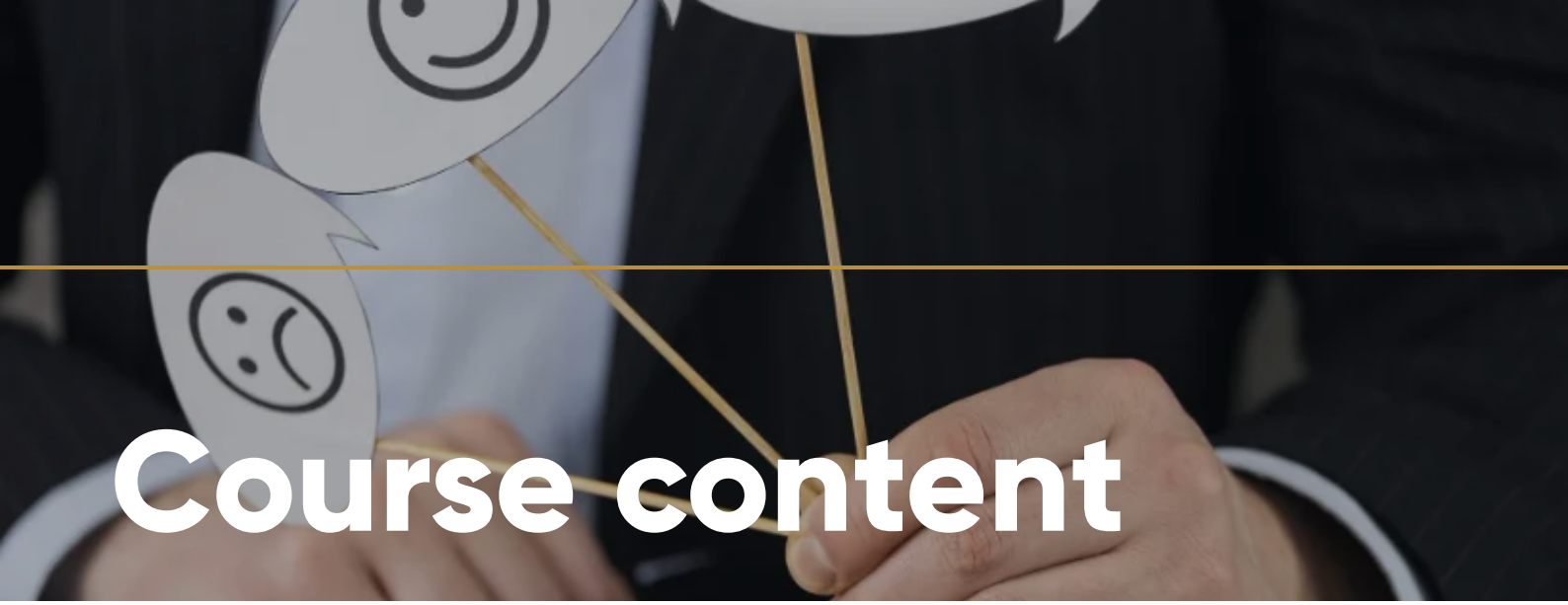


# Course content

## Why Attend

Delivering exceptional customer experiences is no longer a competitive advantage—it is a business necessity. Modern managers play a critical role in shaping customer-centric cultures, leading high-performing service teams, and designing experiences that build loyalty and long-term business value. This course provides practical frameworks, tools, and leadership techniques to help participants develop customer experience (CX) strategies, measure performance, lead customer-focused teams, and drive continuous improvement across the organization.

## Course Methodology

The course combines interactive presentations, practical workshops, customer journey mapping exercises, group discussions, case studies, team activities, self-assessments, and real-world customer experience improvement projects.

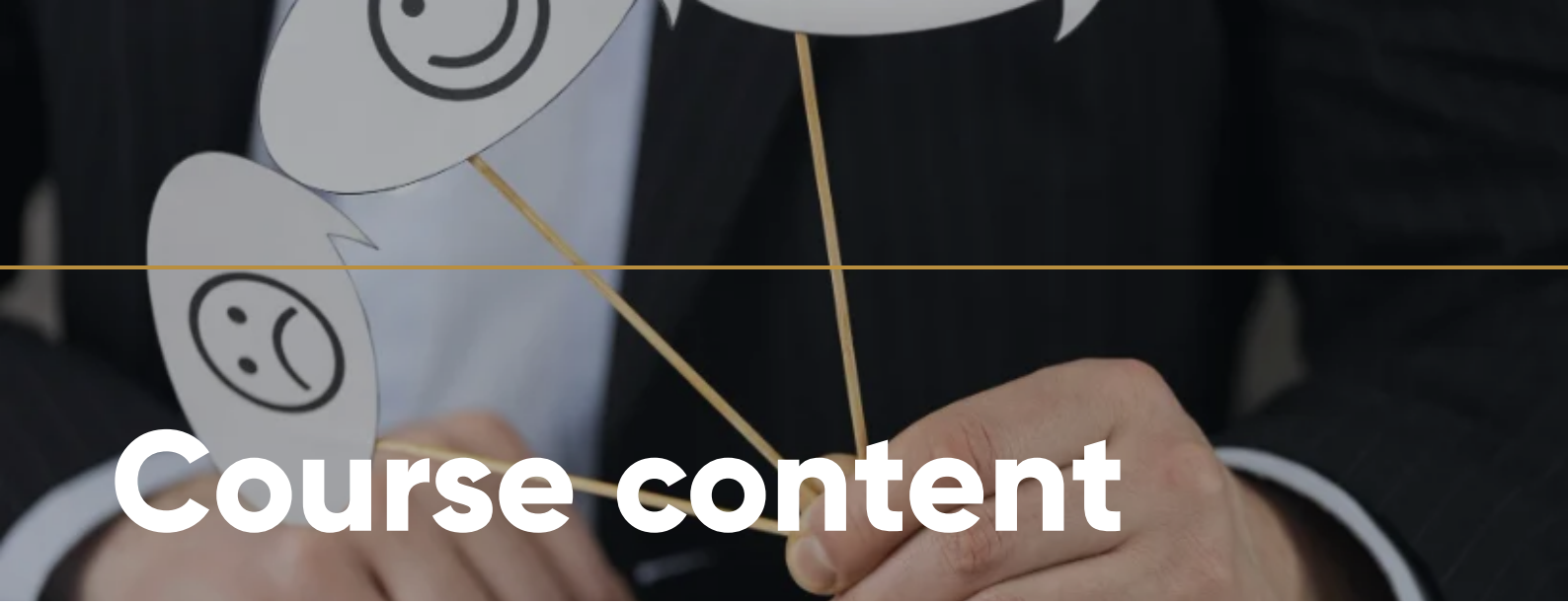
## Course Objectives

By the end of this course, participants will be able to:

- Understand the principles and business value of Customer Experience Management (CXM)
- Develop customer-centric strategies aligned with organizational objectives
- Design and improve customer journeys that increase satisfaction and loyalty
- Measure customer experience using meaningful performance indicators
- Recruit, develop, and lead high-performing customer service teams
- Foster a customer-focused culture across the organization
- Create practical action plans for continuous customer experience improvement

## Target Audience

- Customer experience managers
- Customer service managers



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## Target Audience

- Operations managers
- Branch and service center managers
- Team leaders and supervisors
- Sales managers
- Business development professionals
- Professionals responsible for customer satisfaction and service excellence

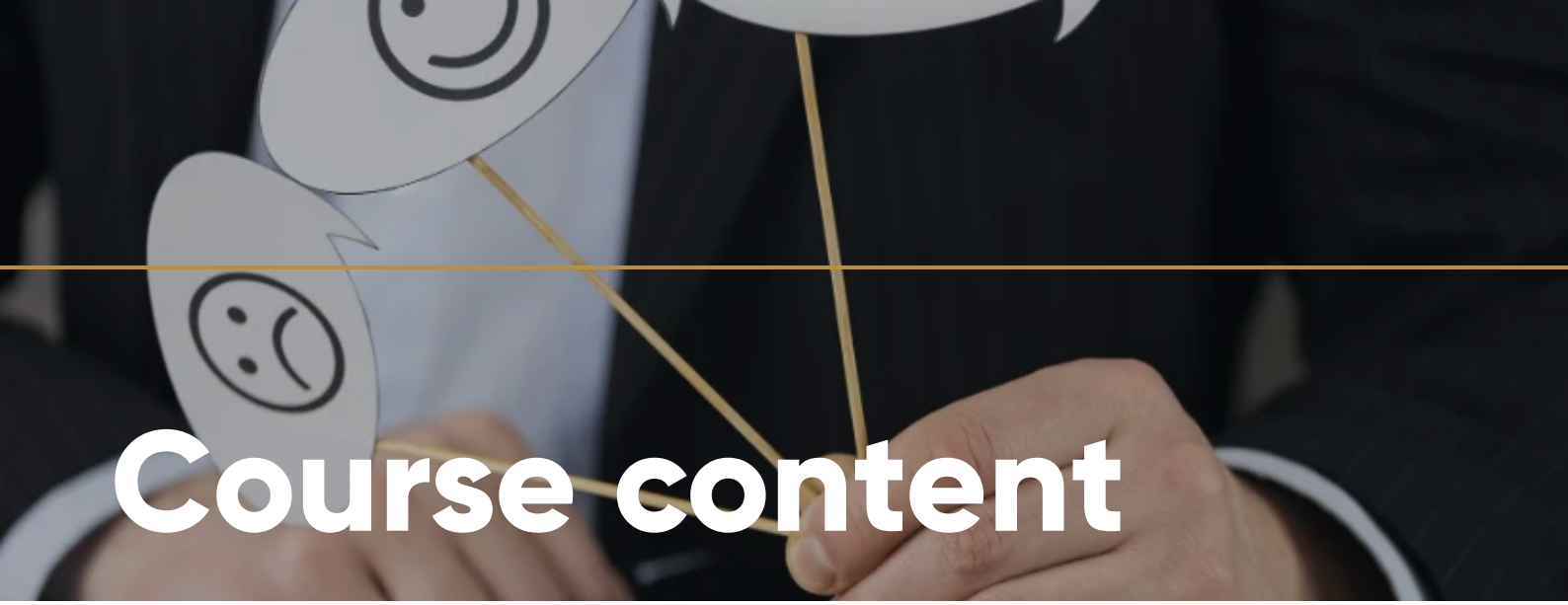
## Target Competencies

- Customer Experience Management (CXM)
- Customer journey mapping
- Customer-centric leadership
- Service excellence
- Team leadership
- Customer satisfaction measurement
- Customer loyalty
- Organizational culture development

## Course outline

### Day 1: Foundations of Customer Experience Management

- Understanding the principles and business value of Customer Experience Management (CXM)
- Exploring the customer experience lifecycle and management framework
- Defining the responsibilities of customer-focused managers
- Leveraging emerging technologies to enhance customer interactions and service quality



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## Course outline

• Understanding the drivers of profitable customer experiences

• Identifying the key dimensions that shape customer perceptions and satisfaction

• Building the essential foundations of exceptional customer experiences

**Day 2: Developing Customer Experience Strategies**

• Designing customer experience strategies aligned with business objectives

• Applying proven principles that drive customer loyalty and engagement

• Developing compelling customer value propositions

• Conducting customer research and benchmarking against industry best practices

• Leading customer experience transformation and innovation initiatives

• Developing practical implementation plans for sustainable CX improvement

• Practical workshop: Designing a customer experience strategy for organizational success

**Day 3: Customer Journey Design and Performance Measurement**

• Understanding customer expectations across different touchpoints

• Designing seamless customer journeys that enhance satisfaction and loyalty

• Applying customer journey mapping techniques to identify improvement opportunities

• Understanding the role of customer emotions in shaping memorable experiences

• Selecting and applying key customer experience metrics and performance indicators

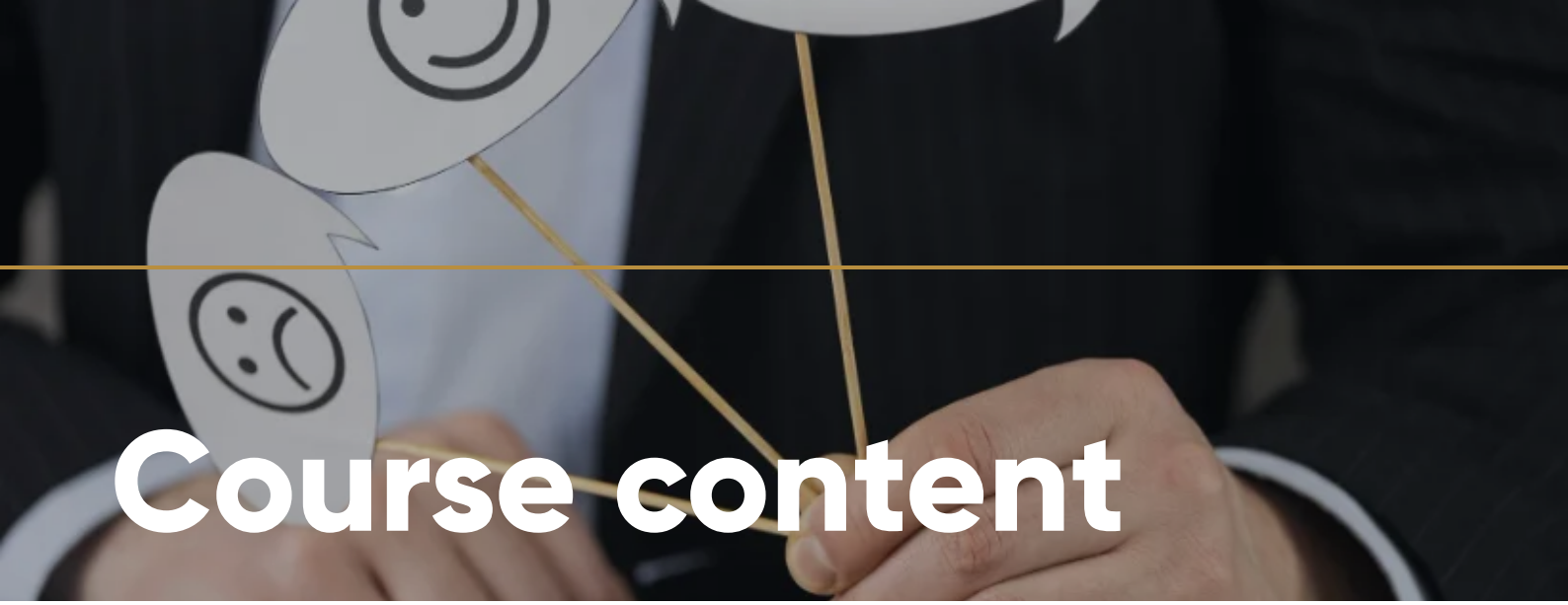
• Practical exercise: Measuring and improving the customer journey using real-world scenarios

**Day 4: Building High-Performing Customer Experience Teams**

• Recruiting customer-focused professionals using structured selection approaches

• Developing customer service capabilities through continuous learning and coaching

• Leading and motivating customer experience teams for high performance



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• Recognizing and rewarding behaviors that support service excellence

• Providing employees with the tools, resources, and support needed for success

• Practical case study: Building an engaged and customer-centric service team

**Day 5: Creating a Customer-Centric Organization**

• Understanding the characteristics of customer-focused organizations

• Aligning organizational structures, processes, and leadership with customer experience objectives

• Building a culture that consistently delivers exceptional customer value

• Exploring the relationship between employee experience and customer experience

• Applying best practices for sustaining customer-focused organizational performance

• Final workshop: Developing a customer experience transformation roadmap, action planning, course review, and lessons learned

# Seminar dates

## Available seminar dates

Live dates and pricing for Customer Experience Perfection for Modern Managers generated from the course details page.

| Date | Location | Format | Fee |
|---|---|---|---|
| Dates on request | Venue on request | Classroom | **Contact us** |

| | |
|---|---|
| **Live online option** | Online delivery is available at €1,850.-. |