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PUBLIC RELATIONS | PR-015

Customer Experience Perfection for Modern Managers

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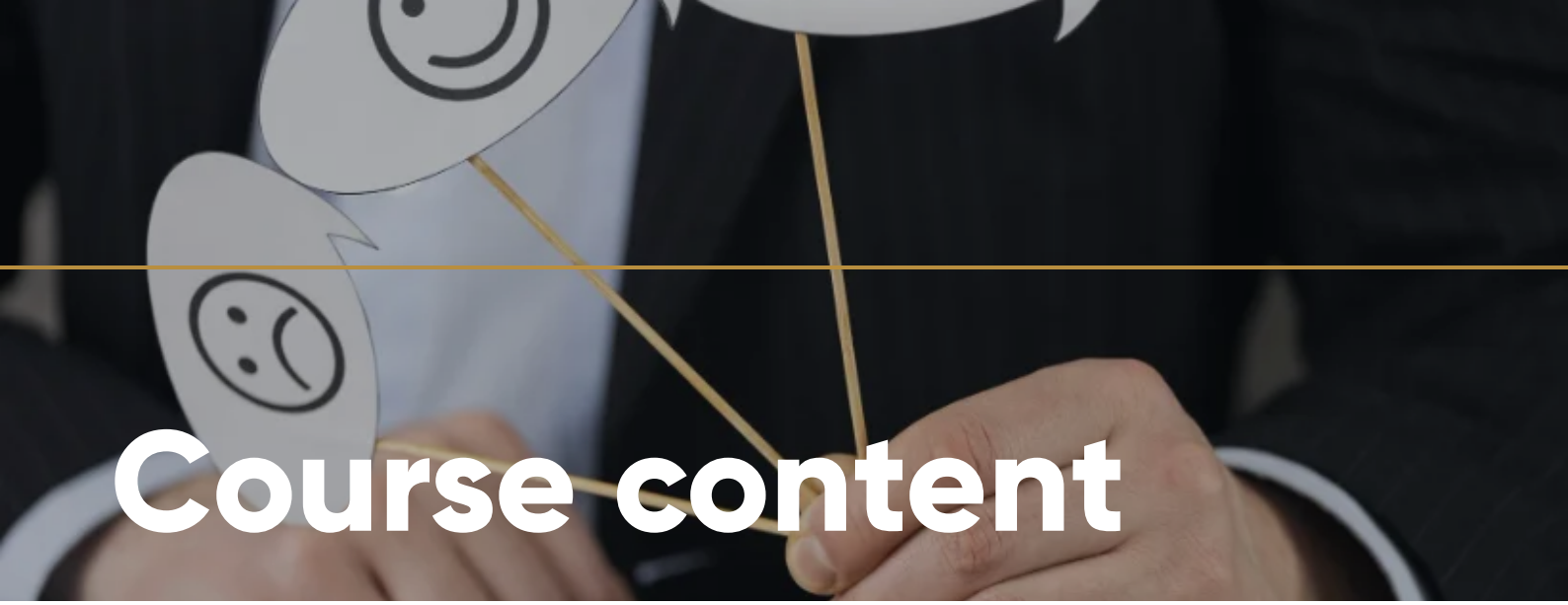


Course content

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.

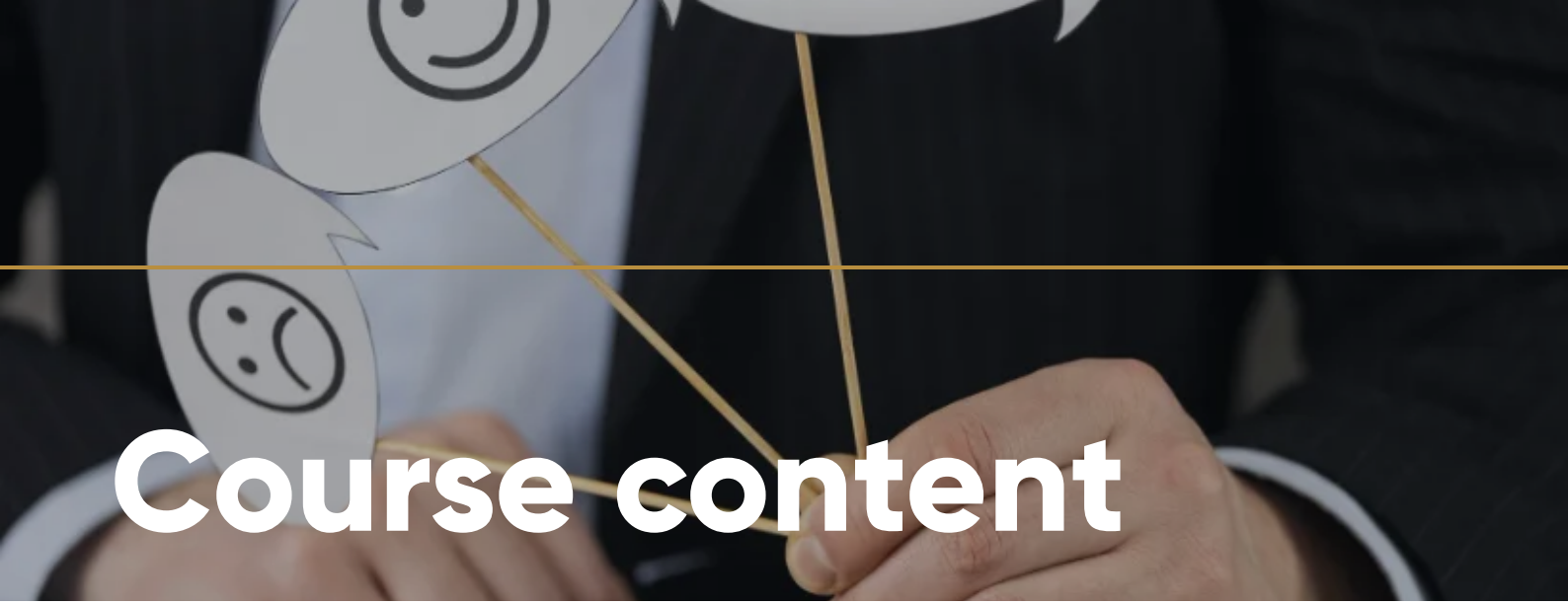
Course Objectives

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

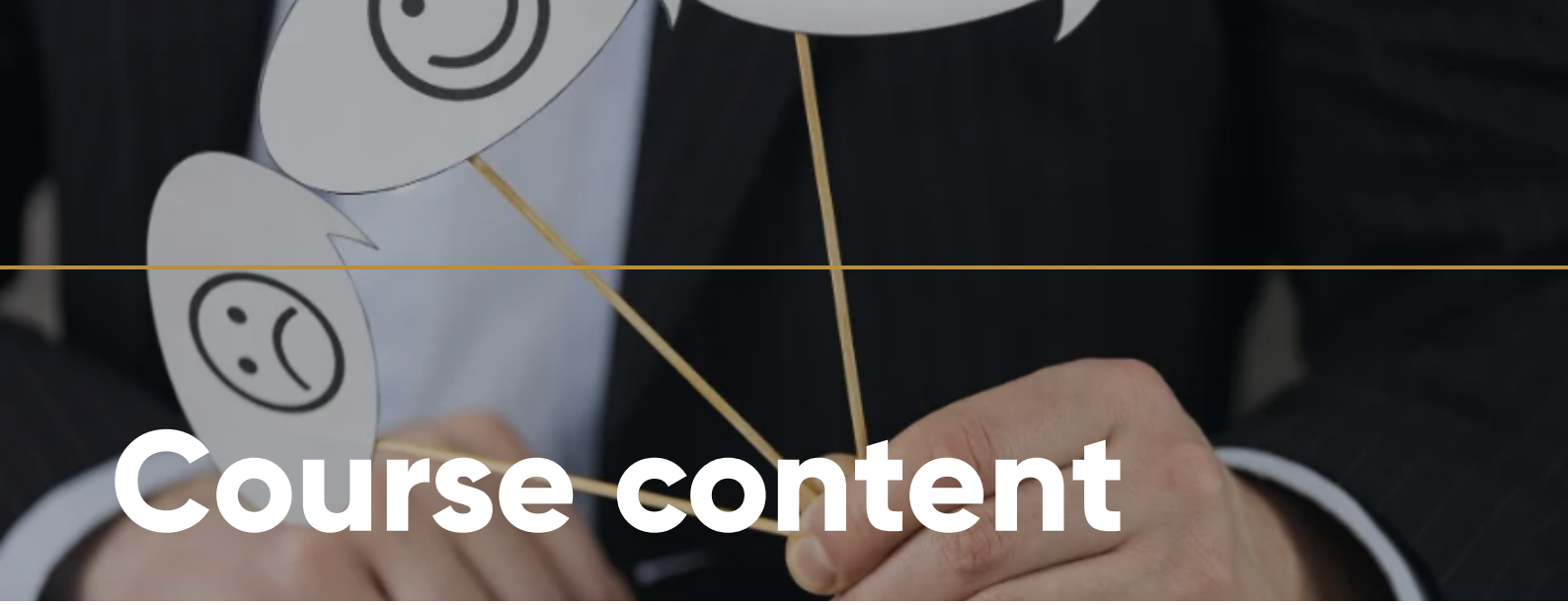
Target Competencies

- 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

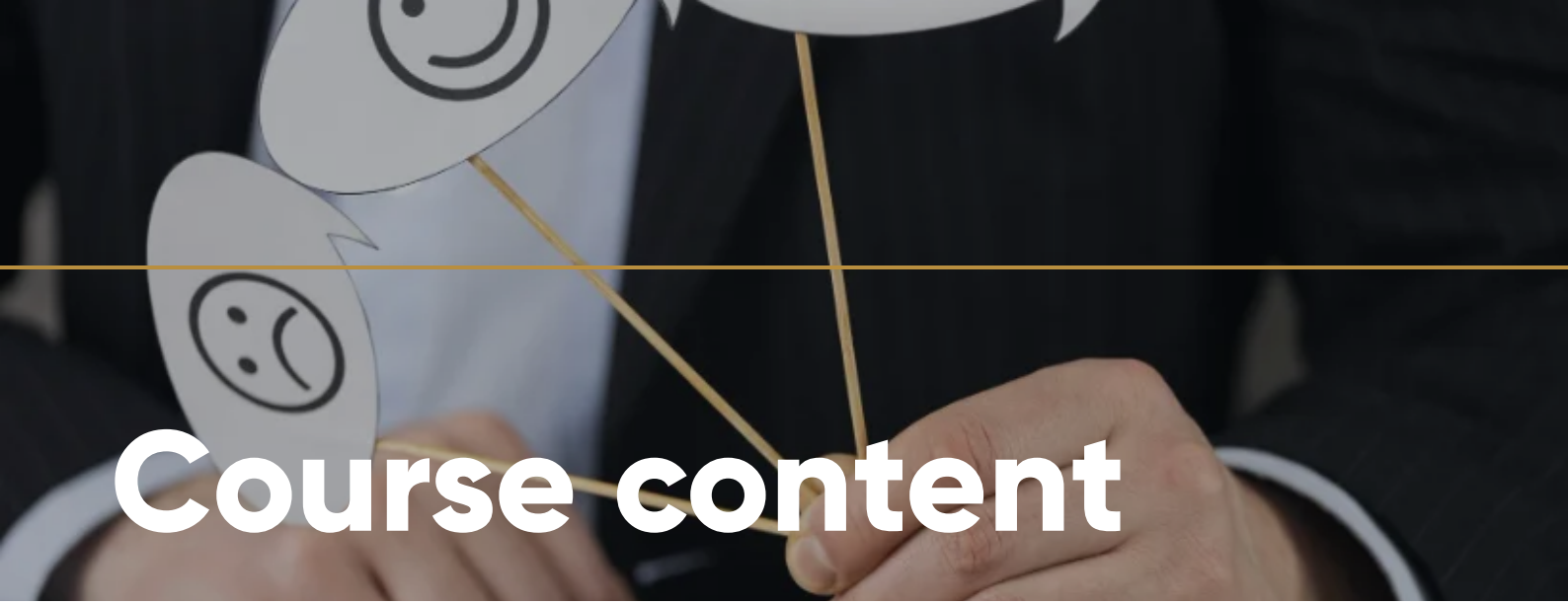
• Practical exercise: Measuring and improving the customer journey using real-world scenarios

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.-.