

Mastering Customer Experience: A 5-Day Transformation Course

2027 00000 6 - 2
Casablanca (Morocco)

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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.

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A graphic illustration of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. The board is checkered, and there are concentric circles in the background.

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 five days, 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.

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