



Sales, Marketing and Customer Service

## Customer Experience Strategy: From Innovation to Execution

# Course Introduction

---

## Customer Experience

Customer Experience is imperative; a proven effective strategy for sustaining a competitive advantage. The better experience customers have, the greater positive reviews a company will receive, while simultaneously reducing the chances of customer complaints. When it comes to Customer Experience, any company should aspire to stand out from among the competitions.

This 5-day BOOST training course provides participants with practical activities, principles and techniques to drive Customer Experience innovation. This course is comprehensive and effective in starting up and making a successful Customer Experience in organizations of all sizes and business sectors.

## Target Audience

---

- Sales Executives
- Business Development Executives
- Sales / Marketing Managers
- Account Managers / Relationship Managers
- Sales Directors
- Teachers / Trainers
- Leaders
- Students
- Head of Department
- Art Directors
- HR professional
- Career shifters
- Business Owners / Entrepreneurs
- Social Media Specialist
- SEO Specialist

- Customer Service Officers

## Learning Objectives

---

At the end of the training course, participants will be able to

- Assess existing customer experience strategy in the organization to enhance customer satisfaction by delivering a consistent and excellent service experience.
- Develop strategies effective for the business or organization.
- Identify and eliminate barriers in developing a customer-centric innovation mindset.
- Design a customer experience programme to deliver the strategy.
- Gain customer insights and turn ideas into action.

## Course Outline

---

- **01 Day One**

### **Your Customer Experience Strategy**

- Elements that comprise an effective and strategic customer experience strategy
- Clear customer experience vision for your own organization.
- Critical goals and roadmap to help reach your customer experience vision.

### **Your Customers and their Experience Journey**

- Developing customer stories for promoting cultural empathy
- Critical customer views of interactions throughout multi-channel touchpoints
- Journey maps to capture experiences and emotions of customers

- **02 Day Two**

### **Customer-Focused Innovation**

- Creative strategies that support innovation
- Understanding the needs of your customers
- Improving customer experience while adding value

## Educating your Workforce

- Engaging the hearts and mind of your people
- Customer experience will never exceed your employee experience
- “How to work together” to deliver brand promise and great customer experience

### • 03 Day Three

#### Principles of Customer Relationship Building

- Modern ideation and relationship building models
- Developing Customer Experience based Customer Relationship Maturity Matrix
- Essential elements and application of the Technology Framework for CRM and Customer Experience

### • 04 Day Four

#### Accelerating and Improving Decisions with Data

- Assessing the value of customer experience in connection to nine foundational business building blocks
- Establishing Customer Experience Advisory and Leadership models
- Exploring leading practices that drive ongoing business improvements
- Linking customer perceptions with operational costs and profitability

### • 05 Day Five

#### Customer Experience in your Organization

- Most relevant, actionable metrics for your organization to drive desired business results
- How to drive adoption across your entire organization
- Jumpstart your role by gaining wins and bringing others along with you
- Becoming a successful change-agent for customer experience-first thinking

## Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 30, 2025	July 4, 2025	5 days	4950.00 \$	Spain - Barcelona

FROM	TO	DURATION	FEE\$	LOCATION
Sept. 8, 2025	Sept. 12, 2025	5 days	4250.00 \$	UAE - Dubai
Nov. 23, 2025	Nov. 27, 2025	5 days	4250.00 \$	Qatar - El Doha