BOOST
THE LEADING TRAINING PROVIDER

Information Technology

Customer Experience Management

Course Introduction

This Customer Experience Management training program equips professionals with the knowledge and tools to effectively design, manage, and enhance customer experiences. Covering key elements such as customer needs analysis, strategy development, and experience design, this course empowers participants to foster customer loyalty and drive sustainable business growth. Upon completion, learners will be equipped with practical skills and frameworks to elevate customer interactions and boost organizational performance.

Target Audience

- Customer support agents and service team members
- Marketing and sales personnel
- Product development and management professionals
- CX strategists and experience managers
- Operations and HR team members
- Executives and business unit leaders
- Technical and financial support staff
- Delivery and fulfillment team members

Learning Objectives

- Understand the essential concepts and principles behind Customer Experience Management (CEM).
- Assess the role of CX in supporting financial and strategic business outcomes.
- Create customer journey maps that align business offerings with user expectations.
- Leverage multiple research methods to extract meaningful customer insights.

- Promote a strong customer-focused mindset throughout the organization.
- Utilize performance metrics to track and enhance customer experience outcomes.

Course Outline

- **DAY 01**

  Core principles of customer experience and its impact on organizational outcomes

  - Customer-centric thinking and cultural transformation
  - Identifying and interpreting customer needs, behaviors, and expectations
- **Day 02**

  Utilizing research and data to guide CX design decisions

  - Formulating strategic goals and customer engagement frameworks
  - Establishing metrics and KPIs to measure customer satisfaction and loyalty
- **Day 03**

  Creating and delivering seamless and personalized customer journeys

  - Applying digital tools and automation for experience optimization
  - Building proactive communication strategies that foster engagement
- **Day 04**

  Monitoring CX performance and implementing continuous improvement initiatives

  - Applying measurement tools like NPS, CSAT, and CES

- **Day 05**
  - ◦ Data analysis to pinpoint improvement opportunities and implement feedback loops

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Aug. 11, 2025	Aug. 15, 2025	5 days	4950.00 $	Netherlands - Amsterdam
May 19, 2025	May 23, 2025	5 days	4250.00 $	UAE - Abu Dhabi
Nov. 23, 2025	Nov. 27, 2025	5 days	4250.00 $	UAE - Dubai