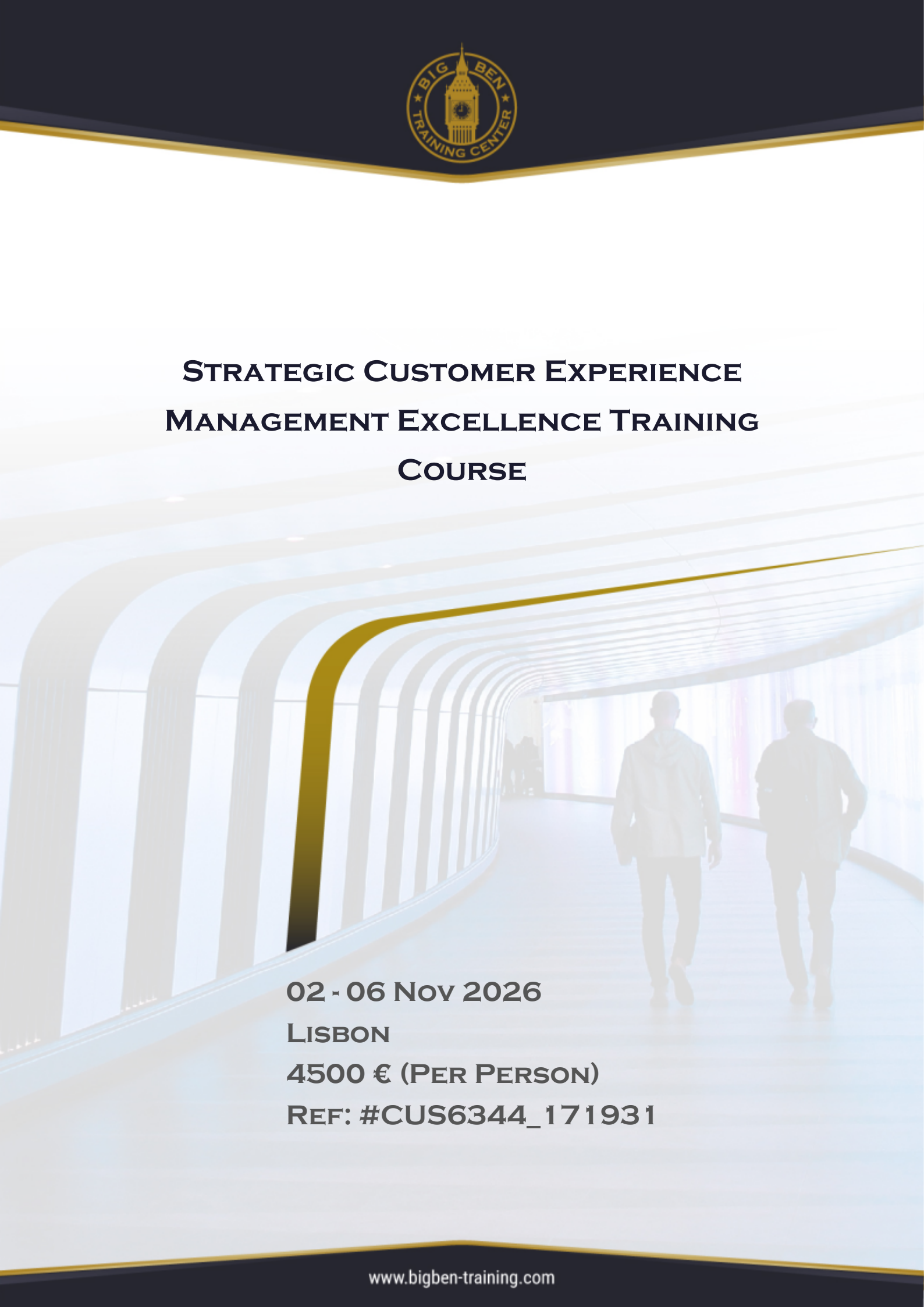
Strategic Customer Experience Management Excellence Training Course



02 - 06 Nov 2026

Lisbon

4500 € (Per Person)

Ref: #CUS6344_171931

Course Introduction / Overview:

This comprehensive course is designed to transform your organization's approach to customer interaction by embedding a robust customer experience strategy at its core. In today's competitive market, delivering exceptional service is no longer a differentiator but a fundamental requirement for survival and growth. This program moves beyond traditional customer service tactics to explore the holistic discipline of Customer Experience (CX) Management. We will delve into the principles championed by leading thinkers like Fred Reichheld, whose work on the Net Promoter Score (NPS) is detailed in his influential book, "The Ultimate Question 2.0". Participants will learn how to architect, implement, and measure a customer-centric culture that drives loyalty, retention, and profitability. BIG BEN Training Center has developed this curriculum to provide a strategic framework for understanding customer needs, mapping their journeys, and designing seamless, memorable interactions across all touchpoints. By mastering these concepts, you will be equipped to lead CX initiatives that generate a tangible return on investment and secure a sustainable competitive advantage for your organization. This course provides the essential knowledge to build and lead a world-class customer experience function.

Target Audience / This training course is suitable for:

- Customer Experience Managers and Directors.
- Marketing and Brand Managers.
- Sales and Business Development Leaders.
- Product Managers and Innovation Teams.
- Operations and Service Delivery Heads.
- Senior Executives and Department Heads.
- Customer Service Team Leaders and Supervisors.
- Digital Transformation and Strategy Officers.

Target Sectors and Industries:

- Banking and Financial Services.
- Telecommunications and Technology.
- Retail and E-commerce.
- Hospitality and Tourism.
- Healthcare and Pharmaceuticals.
- Automotive and Manufacturing.
- Government Agencies and Public Sector Organizations.
- Utilities and Energy Sector.

Target Organizations Departments:

- Customer Service and Support.
- Marketing and Communications.
- Sales and Account Management.
- Product Development and Design.
- Operations and Logistics.
- Human Resources and Training.
- Strategy and Corporate Planning.
- Information Technology.

Course Offerings:

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

- Develop a comprehensive customer experience strategy aligned with business objectives.
- Master customer journey mapping techniques to identify pain points and opportunities.
- Implement effective Voice of the Customer (VoC) programs to gather actionable insights.
- Calculate and interpret key CX metrics, including NPS, CSAT, and CES.
- Design and manage a seamless omnichannel customer experience.
- Foster a customer-centric culture throughout the organization.
- Link CX initiatives directly to financial outcomes and prove ROI.
- Leverage technology to enhance and personalize the customer experience.
- Lead change management efforts to drive CX transformation.
- Anticipate future trends and innovate in the field of customer experience.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, ensuring that participants can immediately apply their learning in a professional context. We move beyond traditional lecture-based formats to create a dynamic learning environment. The course heavily relies on real-world case studies from various industries, allowing participants to analyze successful CX strategies and learn from the challenges faced by leading companies. A significant portion of the training is dedicated to hands-on workshops and group exercises, such as building customer personas, mapping complex customer journeys, and designing service blueprints. Collaborative discussions and brainstorming sessions are encouraged to facilitate peer-to-peer learning and the exchange of diverse perspectives. Our expert instructors act as facilitators, guiding participants through practical simulations and providing personalized feedback. This immersive approach ensures a deep understanding of strategic CX principles and equips attendees with the confidence and skills to implement impactful customer experience initiatives within their own organizations.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Customer Experience

- The Evolution from Customer Service to Customer Experience.
- Defining a Customer-Centric Culture and its Business Impact.
- The Six Core Competencies of CX Management.
- Understanding the Economics of Customer Loyalty and Retention.
- The Link Between Employee Experience (EX) and Customer Experience (CX).
- Building the Business Case for CX Investment.
- Key Terminology and Frameworks in CX.

Unit Two: Understanding the Customer and Their Journey

- Developing Detailed Customer Personas and Segments.
- Mastering the Art of Customer Journey Mapping.
- Identifying Critical Touchpoints, Moments of Truth, and Pain Points.
- Conducting Empathy Mapping to Gain Deeper Customer Insights.
- Analyzing Customer Feedback from Multiple Channels.
- Introduction to Voice of the Customer (VoC) Programs.
- Utilizing Qualitative and Quantitative Research Methods.

Unit Three: Designing and Measuring the Experience

- Principles of Service Design and Experience Innovation.
- Implementing and Scaling a Voice of the Customer (VoC) Program.
- Deep Dive into CX Metrics: Net Promoter Score (NPS).
- Understanding Customer Satisfaction (CSAT) and Customer Effort Score (CES).
- Creating CX Dashboards and Reporting for Stakeholders.
- From Data to Actionable Insights.
- Benchmarking Your CX Performance Against Competitors.

Unit Four: Implementing an Omnichannel CX Strategy

- Architecting a Seamless Omnichannel Experience.
- Integrating Digital and Physical Customer Touchpoints.
- The Role of Personalization in Driving Customer Engagement.
- Leveraging CRM and CX Technology Platforms.
- Managing Customer Relationships in the Digital Age.
- Empowering Frontline Employees to Deliver Exceptional Experiences.
- Developing CX Standards and Governance Protocols.

Unit Five: Leading CX Transformation and Proving ROI

- Calculating the Return on Investment (ROI) of CX Initiatives.
- Building a CX Governance Framework and Cross-Functional Teams.
- Leading Change Management for a Customer-Centric Transformation.
- Communicating the CX Vision and Strategy Across the Organization.
- Future Trends in Customer Experience: AI, Hyper-Personalization, and Proactive Service.
- Creating a Roadmap for Continuous CX Improvement.
- Final Project: Developing a Strategic CX Plan for a Case Study Organization.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can an organization ethically leverage customer data to create hyper-personalized experiences without crossing the line into privacy invasion?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing intensely on the strategic and leadership aspects of customer experience, rather than merely teaching tactical tools and metrics. While many programs cover the "what" of CX, such as journey mapping and NPS, we concentrate on the "how" and "why". We explore how to embed a customer-centric mindset into the very DNA of an organization, a complex challenge that requires strong leadership and a deep understanding of organizational change. The curriculum is built around a holistic framework that directly links CX initiatives to measurable business outcomes, empowering participants to build a compelling business case for investment and demonstrate a clear return. Furthermore, the course content moves beyond operational improvements to address the design of emotionally resonant experiences that foster genuine customer loyalty. Through a blend of advanced academic concepts and practical, real-world case studies, participants gain not just skills, but a strategic perspective that enables them to lead, innovate, and drive sustainable growth through superior customer experience management.