Strategic Digital Customer Experience Design and Management Training Course

19 - 23 Oct 2026

Lisbon

4500 € (Per Person)

Ref: #DT6419_92767

Course Introduction / Overview:

In today's hyper-competitive digital landscape, a superior customer experience (CX) is the ultimate differentiator. This course provides a comprehensive framework for designing, implementing, and managing a world-class digital customer experience strategy. We move beyond theoretical concepts to deliver actionable insights that drive customer loyalty, retention, and business growth. Drawing upon the principles articulated by thought leaders like Blake Morgan in her book "The Customer of the Future," this program emphasizes the necessity of a customer-centric mindset in every aspect of digital interaction. Participants will explore the entire CX ecosystem, from initial customer journey mapping and omnichannel strategy development to the critical analysis of CX metrics and the integration of emerging technologies. At BIG BEN Training Center, we have designed this training to equip professionals with the skills to not only meet but exceed the expectations of the modern digital consumer. This course is an essential investment for any organization committed to navigating the complexities of digital transformation and building a sustainable competitive advantage through exceptional customer engagement and satisfaction.

Target Audience / This training course is suitable for:

- Customer Experience (CX) Managers and Specialists.
- Digital Marketing Professionals and Team Leaders.
- Product Managers and Product Owners.
- User Experience (UX) and User Interface (UI) Designers.
- Customer Service and Support Managers.
- E-commerce Managers and Strategists.
- Business Analysts and Operations Managers.
- Marketing and Sales Executives.
- Digital Transformation Project Leaders.

Target Sectors and Industries:

- Retail and E-commerce.
- Banking, Finance, and Insurance Services.
- Telecommunications and Media.
- Technology and Software as a Service (SaaS).
- Healthcare and Pharmaceuticals.
- Hospitality, Travel, and Tourism.
- Government and Public Sector Agencies.
- Consulting and Professional Services.

Target Organizations Departments:

- Marketing and Communications.
- Customer Service and Client Relations.
- Sales and Business Development.
- Product Development and Management.
- Information Technology (IT) and Digital Strategy.
- Operations and Service Delivery.
- User Experience (UX) and Research.
- Corporate Strategy and Planning.

Course Offerings:

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

- Develop a comprehensive digital CX strategy aligned with overarching business objectives.
- Master customer journey mapping techniques to identify critical touchpoints, pain points, and moments of truth.
- Design seamless and consistent omnichannel experiences across web, mobile, and social platforms.
- Implement effective Voice of the Customer (VoC) programs to gather and analyze customer feedback.
- Utilize key CX metrics such as Net Promoter Score (NPS), Customer Satisfaction (CSAT), and Customer Effort Score (CES).
- Apply personalization strategies to enhance customer engagement and loyalty.
- Analyze CX data to derive actionable insights and demonstrate the return on investment (ROI) of CX initiatives.
- Foster a customer-centric culture within their organization to drive sustainable growth.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in a real-world context. We employ an experiential learning model that combines expert-led instruction with hands-on activities. The course heavily features in-depth case studies of leading global companies, allowing for a thorough analysis of successful and unsuccessful digital CX strategies. Participants will work in collaborative teams on practical exercises, such as creating customer personas and mapping complex digital journeys. Interactive sessions, group discussions, and brainstorming workshops encourage the sharing of diverse perspectives and experiences. A significant portion of the training is dedicated to action planning, where participants develop a strategic roadmap for implementing CX improvements within their own organizations. Continuous feedback from the instructor and peers is integrated throughout the five days to foster a dynamic and supportive learning environment, ensuring a deep and lasting understanding of the course material.

Course Agenda (Course Units):

Unit One: Foundations of Digital Customer Experience (CX)

- The Strategic Importance of Digital CX in the Modern Economy.
- Defining Customer Experience (CX), User Experience (UX), and Customer Service (CS).
- Core Principles of a Customer-Centric Culture.
- Understanding the Digital Customer's Evolving Expectations and Behaviors.
- The Financial Impact and ROI of a Superior Digital CX.
- Key Frameworks for CX Strategy Development.
- Identifying Key Stakeholders in the CX Ecosystem.

Unit Two: Understanding the Customer and Journey Mapping

- Developing Detailed Customer Personas and Archetypes.
- Introduction to Empathy Mapping to Gain Deeper Customer Insights.
- The Art and Science of Customer Journey Mapping.
- Identifying and Analyzing Digital Touchpoints Across the Customer Lifecycle.
- Pinpointing Customer Pain Points and Moments of Delight.
- Utilizing Journey Maps to Drive Strategic Improvements.
- Tools and Technologies for Effective Journey Mapping.

Unit Three: Designing a Seamless Omnichannel Experience

- Omnichannel vs. Multichannel.
- Strategies for Creating a Consistent Brand Experience Across All Channels.
- The Role of Personalization in Enhancing Digital Engagement.
- Designing for a Mobile-First World.
- Integrating Physical and Digital Customer Experiences.
- Leveraging Social Media and Messaging Apps in the CX Strategy.
- Best Practices for Digital Content and Communication.

Unit Four: Measuring, Analyzing, and Improving Digital CX

- Introduction to Key CX Metrics (NPS, CSAT, CES).
- Developing and Implementing a Voice of the Customer (VoC) Program.
- Qualitative and Quantitative Feedback Collection Methods.
- Analyzing Customer Feedback to Identify Trends and Root Causes.
- Connecting CX Metrics to Business Outcomes and KPIs.
- Creating Effective CX Dashboards and Reports for Leadership.
- Implementing a Continuous Improvement Cycle (e.g., A/B Testing).

Unit Five: Leading CX Transformation and Future Trends

- Building a Governance Model for CX Management.
- Driving Employee Engagement and Empowerment for Better CX.
- Leveraging Technology.
- The Future of Digital CX.
- Ethical Considerations in Data Collection and Personalization.
- Developing a Strategic Roadmap for Digital CX Transformation.
- Final Project.

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:

As AI-driven personalization becomes more sophisticated, where is the ethical boundary between creating a tailored customer experience and invading user privacy?

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

This training course distinguishes itself by adopting a holistic and strategic business perspective on digital customer experience, moving beyond a narrow focus on specific tools or platforms. While many courses concentrate on the "how-to" of individual CX tactics, our curriculum emphasizes the "why" by deeply integrating CX strategy with core business objectives like revenue growth, operational efficiency, and market differentiation. We focus on cultivating a mindset of continuous improvement and customer-centric leadership. The program's unique strength lies in its practical application, using real-world case studies and hands-on journey mapping exercises that challenge participants to solve complex problems. Furthermore, the course is forward-looking, dedicating significant time to the future of CX, including the strategic and ethical implications of artificial intelligence and predictive analytics. Participants will leave not just with a set of skills, but with a comprehensive framework and a strategic roadmap to lead impactful CX transformation within their organizations, ensuring they can demonstrate tangible ROI from their initiatives.