# Strategic Customer Experience & Service Design Training Course



02 - 06 Nov 2026

Amsterdam

5900 € (Per Person)

Ref: #MA5242_192835

## Course Introduction / Overview:

In today's hyper-competitive marketplace, delivering exceptional customer service is no longer a differentiator; it is a fundamental expectation. The true competitive advantage lies in strategically designing and managing the entire customer experience. This course provides a comprehensive framework for transforming your organization's approach from reactive problem-solving to proactive experience creation. We delve into the methodologies that bridge the gap between customer service management and intentional experience design, empowering you to build lasting customer loyalty and drive business growth. Drawing upon seminal concepts from thought leaders like B. Joseph Pine II and James H. Gilmore in their book "The Experience Economy," this program explores how to stage memorable and meaningful interactions at every touchpoint. BIG BEN Training Center has developed this curriculum to equip professionals with the skills to architect, measure, and innovate customer journeys that resonate deeply with modern consumers. Participants will learn to build a robust customer-centric culture, leverage data-driven insights, and implement service blueprints that ensure consistency and excellence across all channels, ultimately turning satisfied customers into passionate brand advocates.

## Target Audience / This training course is suitable for:

- Customer Experience (CX) Managers and Specialists.
- Customer Service Directors, Managers, and Team Leaders.
- Product Managers and Service Designers.
- Marketing and Brand Managers.
- Operations and Process Improvement Professionals.
- Sales and Account Managers.
- Business Analysts and Consultants.
- Entrepreneurs and Business Owners.

## Target Sectors and Industries:

- Banking, Finance, and Insurance Services.
- Retail and E-commerce.
- Hospitality, Travel, and Tourism.
- Telecommunications and Technology.
- Healthcare and Pharmaceuticals.
- Government Agencies and Public Sector Services.
- Automotive and Manufacturing.
- Utilities and Energy.

## Target Organizations Departments:

- Customer Service and Support Departments.
- Marketing and Communications Departments.
- Sales and Business Development Departments.
- Product Development and Innovation Teams.
- Operations and Logistics Departments.
- Human Resources and Employee Experience Departments.
- Strategy and Corporate Planning Departments.
- Information Technology Departments.

## Course Offerings:

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

- Develop a comprehensive customer experience strategy aligned with organizational goals.
- Master the techniques of customer journey mapping to identify pain points and opportunities.
- Design and implement effective service blueprints for new and existing services.
- Analyze customer feedback using Voice of the Customer (VoC) programs and key metrics like NPS, CSAT, and CES.
- Cultivate a deeply embedded customer-centric culture across all departments.
- Implement effective service recovery strategies to turn negative experiences into positive outcomes.
- Leverage emotional design principles to create memorable and engaging customer interactions.
- Evaluate and integrate new technologies to enhance the omnichannel customer experience.
- Measure the return on investment (ROI) of customer experience initiatives.
- Lead change and innovation in customer service and experience management.

## 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 move beyond traditional lecture-based formats to create an immersive, experiential learning environment. The course is built on a foundation of expert-led instruction combined with collaborative activities. Participants will engage in detailed case study analyses of successful and unsuccessful customer experience strategies from various industries, fostering critical thinking and strategic problem-solving. A significant portion of the training is dedicated to hands-on workshops where attendees will work in teams to create customer journey maps, develop service blueprints, and design service recovery protocols. Role-playing scenarios will be used to practice handling challenging customer interactions and implementing new service standards. Group discussions and brainstorming sessions encourage the sharing of diverse perspectives and experiences, enriching the learning process for all. Continuous feedback is provided by the instructor and peers, creating a supportive environment for skill development and professional growth. This blended approach ensures a deep understanding of both the theory and the practical application of strategic customer experience management.

## Course Agenda (Course Units):

### Unit One: Foundations of Strategic Customer Experience

- The evolution from customer service to customer experience management.
- Defining the core concepts: CX, Customer Service (CS), and User Experience (UX).
- The business case for investing in customer experience.
- Understanding the principles of a customer-centric culture.
- Identifying key stakeholders in the customer experience ecosystem.
- The role of leadership in driving CX transformation.
- Introduction to the Experience Economy framework.

### Unit Two: Mapping and Understanding the Customer Journey

- Developing detailed customer personas and archetypes.
- The principles and practices of customer journey mapping.
- Identifying and analyzing critical customer touchpoints.
- Conducting empathy mapping to understand customer needs and emotions.
- Implementing Voice of the Customer (VoC) programs.
- Gathering and interpreting qualitative and quantitative customer feedback.
- Linking the customer journey to internal business processes.

### Unit Three: Designing the Service Experience

- Introduction to service design thinking and its core principles.
- The methodology of service blueprinting for operational excellence.
- Designing for emotion: creating memorable and positive interactions.
- Strategies for developing a seamless omnichannel experience.
- Co-creating value with customers through participatory design.
- Applying user experience (UX) principles to service touchpoints.
- Prototyping and testing new service concepts.

## Unit Four: Measurement, Analytics, and Financial Impact

- Key performance indicators (KPIs) for customer experience.
- Mastering the core metrics: Net Promoter Score (NPS), Customer Satisfaction (CSAT), and Customer Effort Score (CES).
- Techniques for analyzing customer feedback and unstructured data.
- Connecting CX metrics to key business outcomes like revenue and retention.
- Calculating the Return on Investment (ROI) of CX initiatives.
- Developing effective CX dashboards for reporting and decision-making.
- Utilizing predictive analytics to anticipate customer needs.

## Unit Five: Leadership, Innovation, and Future Trends

- Leading and sustaining a customer-centric organizational change.
- Developing robust service recovery and complaint management systems.
- The critical link between employee experience (EX) and customer experience (CX).
- Strategies for fostering continuous innovation in customer service.
- The impact of Artificial Intelligence (AI) and automation on CX.
- Personalization at scale: leveraging data and technology.
- Building a long-term roadmap for customer experience excellence.

# 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 effectively balance the efficiency of high-tech automation with the empathy of the high-touch human element in its customer experience strategy?

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

This course distinguishes itself by moving beyond conventional customer service training, which often focuses on tactical skills and scripting. Instead, it offers a deeply strategic and integrated perspective, treating customer experience as a core business discipline essential for sustainable growth. While other programs may teach how to handle complaints, this course teaches how to design systems and processes where fewer complaints arise in the first place. It uniquely synthesizes the analytical rigor of service management with the creative, human-centered approach of experience design. Participants will not just learn about tools like journey mapping and service blueprinting; they will engage in hands-on workshops to master their application. The curriculum emphasizes the critical link between employee experience and customer outcomes, a topic often overlooked. Furthermore, it provides a strong focus on measuring the financial impact and ROI of CX initiatives, empowering participants to build a compelling business case for investment to senior leadership. The academic underpinning, combined with practical case studies and forward-looking content on AI and personalization, ensures a holistic and future-proof skill set that is immediately applicable for driving meaningful organizational transformation.