Advanced Customer Experience Management (CEM) in Telecom Training Course



16 - 20 Nov 2026

Kuala Lumpur

5200 € (Per Person)

Ref: #TEL3750_62276

Course Introduction / Overview:

This training course is designed to equip telecom professionals, customer service managers, and business leaders with a strategic mindset and practical tools to master customer experience management (CEM). In a highly competitive and dynamic industry, customer loyalty and satisfaction are no longer a matter of price or product alone; they are driven by the quality of the end-to-end experience. This program, offered by BIG BEN Training Center, provides a comprehensive framework for understanding and optimizing the entire customer journey, from initial contact to ongoing support. We will explore key concepts such as customer journey mapping, omnichannel experience, and predictive analytics for customer behavior. The curriculum is informed by the academic work of authors like Don Peppers and Martha Rogers, whose book The One-to-One Future provides a foundational understanding of building personalized customer relationships. This course goes beyond a simple overview of customer service to provide a deep understanding of how to implement a strategic CEM plan that drives both customer satisfaction and business growth. We prepare participants to be leaders who can build more customer-centric and profitable organizations.

Target Audience / This training course is suitable for:

- Customer Experience Managers.
- Customer service and support supervisors.
- Marketing and brand managers.
- Product managers.
- Business analysts.
- Strategic planners.
- IT and digital transformation leaders.
- Government agencies and equivalents.

Target Sectors and Industries:

- Telecommunications.
- IT and Managed Services.
- Mobile Network Operators (MNOs).
- Internet Service Providers (ISPs).
- Software and Technology.
- Financial Services.
- Government and public administration agencies.
- Consulting.

Target Organizations Departments:

- Customer Service.
- Marketing and Sales.
- IT and Digital.
- Product Management.
- Strategy and Planning.
- Operations.
- Quality Assurance.
- Human Resources.

Course Offerings:

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

- Develop a comprehensive customer experience strategy.
- Map the customer journey and identify pain points.
- Implement a data-driven approach to CEM.
- Leverage analytics to understand customer behavior.
- Design a seamless omnichannel experience.
- Improve customer satisfaction and loyalty.
- Measure the ROI of CEM initiatives.
- Lead a customer-centric culture transformation.

Course Methodology:

This training course uses a highly interactive and case-study driven methodology. The program is built on real-world examples of how telecom companies have successfully transformed their customer experience. Participants will work in teams to create a customer journey map for a specific service and propose CEM improvements. We will use interactive workshops to practice skills like data analysis for customer insights and designing effective feedback loops. The curriculum is designed to be a collaborative experience where participants can share their unique challenges and innovative solutions. Our trainers, with extensive experience in the field, will provide direct feedback and guidance throughout the course. BIG BEN Training Center is committed to providing a dynamic and practical learning environment, ensuring that participants leave with the skills and confidence to lead effective customer experience initiatives.

Course Agenda (Course Units):

Unit One: Foundations of Customer Experience Management

- What is CEM and why it matters.
- The customer journey and its stages.
- The link between CEM and customer loyalty.
- Measuring customer satisfaction: NPS, CSAT, CES.
- The role of data and analytics.
- Understanding customer expectations.
- Case studies of CEM success.

Unit Two: Customer Journey Mapping and Design

- Customer journey mapping techniques.
- Identifying touchpoints and pain points.
- Designing for a seamless experience.
- Creating a customer persona.
- The role of empathy in design.
- Optimizing the digital customer experience.
- Improving the call center experience.

Unit Three: Data Analytics and Insights

- Collecting customer data.
- Voice of the Customer (VoC) programs.
- Using predictive analytics to anticipate needs.
- Customer segmentation for personalization.
- Analyzing customer feedback and reviews.
- Leveraging AI for customer insights.
- Customer lifetime value (CLV) analysis.

Unit Four: Omnichannel and Digital Experience

- Defining the omnichannel experience.
- Integrating channels: online, mobile, in-store.
- Personalization and contextual marketing.
- Leveraging social media for CEM.
- Self-service options and their role.
- Managing digital customer service.
- Chatbots and AI assistants.

Unit Five: Strategic Implementation and Leadership

- Building a customer-centric culture.
- Leading CEM transformation.
- Employee engagement and training.
- Measuring ROI of CEM initiatives.
- The future of CEM: AI, VR, IoT.
- Leadership in customer experience.
- Career pathways in CEM.

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 telecom companies move beyond simply managing customer interactions to proactively designing an experience that creates deep emotional connections and long-term advocacy?

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

This training course is unique because it provides a dedicated, strategic focus on the practical implementation of customer experience management within the telecom industry. While other programs may cover general CEM, our curriculum is designed to empower professionals with the specific skills needed to address the unique challenges of a telecom environment. The program is a hands-on experience, with exercises that directly simulate the challenges and decisions involved in a real-world customer journey project. We go beyond theoretical concepts to provide a clear, actionable roadmap for balancing business needs with the imperative of creating superior customer experience. This course is for professionals who want to lead their organizations toward a more customer-centric, profitable, and sustainable future.