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# Customer Experience Perfection for Modern Managers

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# Course content

## Why Attend

Delivering exceptional customer experiences is no longer a competitive advantage—it is a business necessity. Modern managers play a critical role in shaping customer-centric cultures, leading high-performing service teams, and designing experiences that build loyalty and long-term business value. This course provides practical frameworks, tools, and leadership techniques to help participants develop customer experience (CX) strategies, measure performance, lead customer-focused teams, and drive continuous improvement across the organization.

## Course Methodology

The course combines interactive presentations, practical workshops, customer journey mapping exercises, group discussions, case studies, team activities, self-assessments, and real-world customer experience improvement projects.

## Course Objectives

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

- Understand the principles and business value of Customer Experience Management (CXM)
- Develop customer-centric strategies aligned with organizational objectives
- Design and improve customer journeys that increase satisfaction and loyalty
- Measure customer experience using meaningful performance indicators
- Recruit, develop, and lead high-performing customer service teams
- Foster a customer-focused culture across the organization
- Create practical action plans for continuous customer experience improvement

## Target Audience

- Customer experience managers
- Customer service managers



# Course content

## Target Audience

- Operations managers
- Branch and service center managers
- Team leaders and supervisors
- Sales managers
- Business development professionals
- Professionals responsible for customer satisfaction and service excellence

## Target Competencies

- Customer Experience Management (CXM)
- Customer journey mapping
- Customer-centric leadership
- Service excellence
- Team leadership
- Customer satisfaction measurement
- Customer loyalty
- Organizational culture development

## Course outline

### Day 1: Foundations of Customer Experience Management

- Understanding the principles and business value of Customer Experience Management (CXM)
- Exploring the customer experience lifecycle and management framework
- Defining the responsibilities of customer-focused managers
- Leveraging emerging technologies to enhance customer interactions and service quality



# Course content

## Course outline

- Understanding the drivers of profitable customer experiences
- Identifying the key dimensions that shape customer perceptions and satisfaction
- Building the essential foundations of exceptional customer experiences

### Day 2: Developing Customer Experience Strategies

- Designing customer experience strategies aligned with business objectives
- Applying proven principles that drive customer loyalty and engagement
- Developing compelling customer value propositions
- Conducting customer research and benchmarking against industry best practices
- Leading customer experience transformation and innovation initiatives
- Developing practical implementation plans for sustainable CX improvement
- Practical workshop: Designing a customer experience strategy for organizational success

### Day 3: Customer Journey Design and Performance Measurement

- Understanding customer expectations across different touchpoints
- Designing seamless customer journeys that enhance satisfaction and loyalty
- Applying customer journey mapping techniques to identify improvement opportunities
- Understanding the role of customer emotions in shaping memorable experiences
- Selecting and applying key customer experience metrics and performance indicators
- Practical exercise: Measuring and improving the customer journey using real-world scenarios

### Day 4: Building High-Performing Customer Experience Teams

- Recruiting customer-focused professionals using structured selection approaches
- Developing customer service capabilities through continuous learning and coaching
- Leading and motivating customer experience teams for high performance



# Course content

## Course outline

- Recognizing and rewarding behaviors that support service excellence
- Providing employees with the tools, resources, and support needed for success
- Practical case study: Building an engaged and customer-centric service team

### Day 5: Creating a Customer-Centric Organization

- Understanding the characteristics of customer-focused organizations
- Aligning organizational structures, processes, and leadership with customer experience objectives
- Building a culture that consistently delivers exceptional customer value
- Exploring the relationship between employee experience and customer experience
- Applying best practices for sustaining customer-focused organizational performance
- Final workshop: Developing a customer experience transformation roadmap, action planning, course review, and lessons learned



# Seminar dates

## Available seminar dates

Live dates and pricing for Customer Experience Perfection for Modern Managers generated from the course details page.

| Date                      | Location         | Format                                    | Fee               |
|---------------------------|------------------|---|-------------------|
| Dates on request          | Venue on request | Classroom                                 | <b>Contact us</b> |
| <b>Live online option</b> |                  | Online delivery is available at €1,850.-. |                   |