



PUBLIC RELATIONS

Customer Experience Perfection for Modern Managers

Course code: PR-015

SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

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.

Why Attend

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.

Who Should Attend

Customer experience managers
Customer service managers
Operations managers
Branch and service center managers
Team leaders and supervisors
Sales managers
Business development professionals

— Learning Objectives

- 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

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
- 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
- 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

— Upcoming Classroom Dates

DATE	LOCATION	FEE
4 - 8 January 2027	Amsterdam - Netherlands	€1,900
1 - 5 February 2027	London - United Kingdom	€2,100
1 - 5 March 2027	Istanbul - Türkiye	€1,400
5 - 9 April 2027	Vienna - Austria	€2,250
3 - 7 May 2027	Barcelona - Spain	€1,600
7 - 11 June 2027	Paris - France	€2,250
5 - 9 July 2027	Frankfurt - Germany	€1,700
2 - 6 August 2027	Barcelona - Spain	€1,600

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.