

# € TRAINING

Professional Certificate in Customer  
Experience and Journey Strategies



3 - 7 June 2024  
Casablanca (Morocco)  
New Hotel



# Professional Certificate in Customer Experience and Journey Strategies

REF: V2306 DATE: 3 - 7 June 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

This Professional Certificate in Customer Experience and Journey Strategies training program is designed to equip participants with the knowledge and skills necessary to create exceptional customer experiences and develop effective customer journey strategies. Customer experience is a critical aspect of any successful business, and organizations that prioritize it can gain a competitive edge in today's highly competitive market.

## Program Objectives:

At the end of this program, the participants will be able to:

- Understand the fundamentals of customer experience CX and its significance in modern business practices, learning how to analyze customer behavior and preferences to enhance the overall customer journey.
- Explore various CX measurement metrics and techniques to evaluate the effectiveness of strategies, gaining insights into designing customer-centric products, services, and touchpoints.
- Discover methods to handle and resolve customer complaints and turn dissatisfied customers into loyal advocates, identifying ways to foster a customer-centric culture within an organization.
- Gain knowledge of the latest technologies and tools that can improve customer experiences.
- Create and implement successful customer journey maps to streamline interactions and improve customer satisfaction.

## Targeted Audience:

- Customer Service and Support.
- Marketing and Sales.
- Product and Business Development.
- Customer Relations.
- Brand Management.
- Operations and Strategy.
- Entrepreneurs and Business Owners.

## Program Outlines:

## Unit 1:

### Introduction to Customer Experience CX:

- Understanding CX and its role in business success.
- The impact of CX on brand reputation and customer loyalty.
- Customer journey mapping basics.

## Unit 2:

### Analyzing Customer Behavior:

- Techniques for gathering and interpreting customer data.
- Identifying customer pain points and needs.
- Creating customer personas for targeted experiences.

## Unit 3:

### Measuring CX Effectiveness:

- Key CX metrics and their significance.
- Feedback collection and analysis methods.
- Leveraging customer feedback to drive improvements.

## Unit 4:

### Designing Customer-Centric Touchpoints:

- Creating seamless and personalized interactions.
- Enhancing digital and physical touchpoints.
- Integrating innovation and technology for improved CX.

## Unit 5:

### Building a Customer-Centric Culture:

- Strategies for aligning the organization with customer-centric values.
- Empowering employees to deliver exceptional experiences.



- Implementing CX improvements and tracking progress.