

€ TRAINING

Professional Certificate in Customer
Experience and Journey Strategies

A photograph of four smiling professionals in a meeting. A woman in a black top and necklace is in the foreground, looking towards the camera. Behind her are three other people (two men and one woman) in white shirts, looking towards the right. The background is a blurred office setting. A large blue curved graphic element is overlaid on the top and right sides of the image.

19 - 23 August 2024
Madrid (Spain)



Professional Certificate in Customer Experience and Journey Strategies

REF: V2306 DATE: 19 - 23 August 2024 Venue: Madrid (Spain) - Fee: 5300 Euro

Introduction:

This program is crafted specifically to equip participants with the knowledge and skills needed to excel in the certification exam, focusing on customer experience and journey strategies. Participants will delve into advanced techniques and methodologies essential for optimizing customer interactions across diverse business environments. This program equips professionals with the necessary skills to excel in enhancing customer satisfaction and loyalty through strategic CX management.

Program Objectives:

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

- Apply advanced techniques for optimizing customer interactions in various business contexts.
- Implement strategic customer experience CX management practices to enhance satisfaction and loyalty.
- Utilize methodologies for analyzing and improving customer journey strategies.
- Demonstrate proficiency in integrating CX strategies across organizational functions to achieve holistic customer-centric approaches.
- Prepare for the certification exam in Customer Experience and Journey Strategies.

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 Management:

- Understanding the fundamentals of customer experience CX management.
- Exploring the importance of CX in business strategy.
- Identifying key components of a successful CX strategy.
- Analyzing case studies of effective CX implementations.
- Discussing the role of CX in enhancing customer loyalty and retention.

Unit 2:

Designing Customer Journey Maps:

- Defining customer journey mapping and its benefits.
- Steps to create comprehensive customer journey maps.
- Incorporating customer personas and empathy mapping into journey maps.
- Analyzing touchpoints and interactions across the customer journey.
- Implementing feedback loops and continuous improvement in journey mapping.

Unit 3:

Implementing Customer Feedback Mechanisms:

- Importance of customer feedback in CX management.
- Types of customer feedback mechanisms surveys, interviews, etc..
- Designing effective feedback collection strategies.
- Analyzing and interpreting customer feedback data.
- Using feedback to drive CX improvements and innovation.

Unit 4:

Metrics and Analytics for CX Performance:

- Key metrics for measuring customer experience NPS, CSAT, etc..
- Implementing analytics tools to track CX performance.
- Interpreting data to identify strengths and areas for improvement.



- Benchmarking against industry standards and competitors.
- Creating actionable insights from CX analytics.

Unit 5:

Strategies for Enhancing Customer Satisfaction:

- Developing personalized customer experiences.
- Techniques for delivering consistent service excellence.
- Resolving customer complaints and handling escalations.
- Building customer trust and loyalty through CX initiatives.
- Implementing best practices in CX management across different industries.
- Reviewing key concepts and knowledge areas to prepare comprehensively for the certification exam.

Note: This program is designed specifically to prepare participants for the certification exam in Customer Experience and Journey Strategies.