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Course Name

Customer Experience Foundations Certification

Sector Name

Sales, Marketing and Customer Service

Document Type

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Course Introduction

This training program provides a comprehensive understanding of customer experience (CX) principles… It explores the psychological, strategic, and organizational concepts that shape great experiences across physical and digital channels. Participants will gain the tools to understand customer expectations, design service journeys, and build a sustainable CX culture.

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Target Audience

✓ Customer service professionals

✓ CX analysts and team leaders

✓ Marketing and brand experience managers

✓ Operations staff involved in customer touchpoints

✓ New entrants seeking CX certification fundamentals

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Learning Objectives

- ✓ Define the core principles and evolution of customer experience.
- ✓ Understand customer psychology, expectations, and behavioral models.
- ✓ Analyze journey mapping and experience design frameworks.
- ✓ Explore customer feedback mechanisms and voice of the customer (VoC) systems.
- ✓ Learn the foundations of CX metrics and KPIs.
- ✓ Build the capacity to support or lead CX strategy initiatives.

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Course Outline

✓ DAY 01

Introduction to Customer Experience (CX):

- ✓ Definition and scope of customer experience.
- ✓ Differences between CX, customer service, and UX.
- ✓ The business case for CX excellence.
- ✓ The evolution of customer expectations.
- ✓ Emotional and rational drivers of CX.
- ✓ Components of a CX ecosystem.
- ✓ CX in B2B vs. B2C environments.

Understanding the Customer:

- ✓ Customer expectations vs. perceptions.
- ✓ The psychology of customer satisfaction.
- ✓ Behavioral economics in CX: loss aversion, choice overload.
- ✓ Empathy mapping and persona creation.
- ✓ Identifying customer pain points.
- ✓ Cultural considerations in CX.
- ✓ Digital behavior trends and generational preferences.

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Course Outline

✓ Day 02

Customer Journey Mapping:

- ✓ Models of journey mapping
- ✓ Key phases: awareness, consideration, purchase, retention, advocacy
- ✓ Touchpoints vs. channels
- ✓ Moments of truth and experience gaps
- ✓ Journey map vs. process map
- ✓ Visualizing the end-to-end experience
- ✓ Building persona-based journey maps

Experience Design Principles:

- ✓ Human-centered design in CX
- ✓ Service blueprinting and ecosystem thinking
- ✓ Applying design thinking stages to CX
- ✓ Frictionless experiences and channel harmony
- ✓ Proactive vs. reactive service design
- ✓ Accessibility and inclusivity in design
- ✓ Models of digital UX impact on CX

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Course Outline

✓ Day 03

Voice of the Customer (VoC) and Feedback Systems:

- ✓ Definition and importance of VoC programs
- ✓ Types of customer feedback: solicited vs. unsolicited
- ✓ Survey theory: design, timing, and response bias
- ✓ Net Promoter Score (NPS), CSAT, CES – differences and use
- ✓ Social listening and sentiment analysis
- ✓ Triangulating qualitative and quantitative feedback
- ✓ Closed-loop feedback principles

CX Metrics and Performance Indicators:

- ✓ Categories of CX metrics: perception, descriptive, outcome
- ✓ Interpreting NPS, CSAT, and CES scores
- ✓ Leading vs. lagging indicators
- ✓ Linking CX metrics to business performance
- ✓ Voice of the employee (VoE) as a supporting measure
- ✓ Benchmarking and industry standards
- ✓ Challenges in CX measurement

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Course Outline

✓ Day 04

Managing Emotions and Customer Expectations:

- ✓ Emotional connection and its effect on loyalty
- ✓ Customer expectation models
- ✓ The psychology of apologies and recovery
- ✓ Reducing effort vs. exceeding expectations
- ✓ Scripts and behavioral consistency
- ✓ Creating meaningful moments in service
- ✓ Anticipatory vs. reactive experiences

CX Culture and Internal Alignment:

- ✓ Building a customer-centric organizational culture
- ✓ Models of cultural change
- ✓ Aligning internal values with CX promises
- ✓ Role of leadership in CX transformation
- ✓ Incentive structures and employee empowerment
- ✓ CX governance and cross-functional ownership
- ✓ Diagnosing cultural misalignments

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Course Outline

✓ Day 05

Omnichannel Experience and Technology in CX:

- ✓ Definition and principles of omnichannel experience
- ✓ Channel preference and switching cost
- ✓ CRM systems and customer data platforms (CDPs)
- ✓ Role of AI and chatbots in CX
- ✓ Real-time personalization and automation
- ✓ Consistency across online/offline channels
- ✓ Ethical considerations in CX technology use
- ✓ Developing CX Strategy “Best Practices”.

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Oct. 26, 2026	Oct. 30, 2026	5 days	4250.00 $	UAE , Abu Dhabi
April 12, 2027	April 16, 2027	5 days	4950.00 $	France , Paris
July 26, 2027	July 30, 2027	5 days	4250.00 $	UAE , Dubai
Jan. 18, 2027	Jan. 22, 2027	5 days	4250.00 $	UAE , Dubai

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