



Consulting and Training | Reach New Heights

Course Name

Designing Customer Moments That Matter

Sector Name

Sales, Marketing and Customer Service

Document Type

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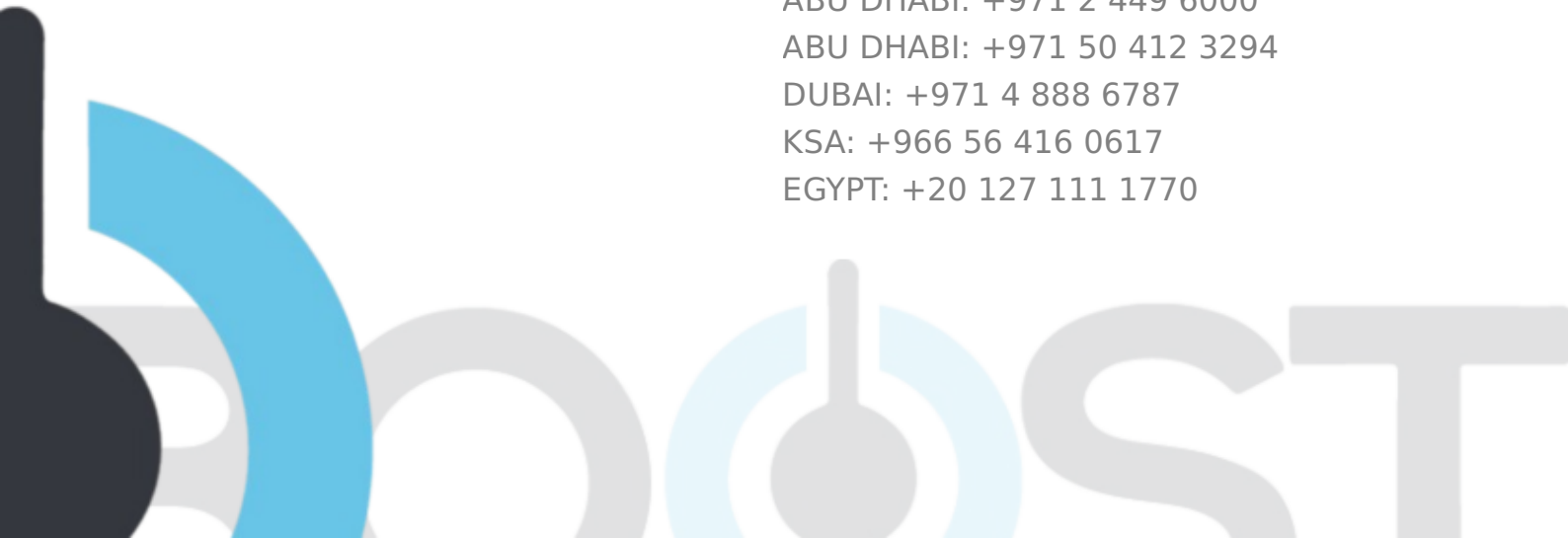
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Designing Customer Moments That Matter

Course Introduction

Customers rarely remember every interaction they have with an organization. Instead, their overall perception is often shaped by a limited number of moments that carry greater importance—when they form a first impression, make an important decision, encounter uncertainty, need support, or complete a significant step in their relationship with the organization.

Improving every touchpoint equally can therefore consume effort without necessarily improving the moments customers value most.

BOOST Consulting & Training presents **Designing Customer Moments That Matter** as a practical program focused on identifying the interactions that disproportionately shape customer perception and redesigning them to make the experience easier, stronger, and more memorable.

Participants will learn how to recognize critical customer moments, understand expectations and friction within them, redesign interactions around customer needs, and translate experience improvements into consistent service delivery.

Designing Customer Moments That Matter

Target Audience

This program is designed for Customer Experience Professionals, Customer Service Managers, Service Design Professionals, and Marketing Professionals involved in improving customer interactions and journeys.

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Designing Customer Moments That Matter

Learning Objectives

- ✓ Identify customer moments that have the greatest influence on overall experience.
- ✓ Analyze customer expectations, emotions, effort, and friction at critical interactions.
- ✓ Prioritize experience improvements according to customer and business impact.
- ✓ Redesign critical moments around clearer and easier customer interactions.
- ✓ Aligning people, processes, communication, and channels around the intended experience.
- ✓ Test redesigned customer moments before wider implementation.
- ✓ Establish practical measures for monitoring and improving critical experiences.

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Designing Customer Moments That Matter

Course Outline

✓ DAY 01

Finding the Moments That Shape Experience

Seeing the Experience Through Customer Moments

- ✓ Distinguishing customer journeys, touchpoints, interactions, and critical moments
- ✓ Identifying moments that strongly influence customer perception and behavior
- ✓ Recognizing why some seemingly small interactions carry disproportionate impact

Prioritizing What Really Matters

- ✓ Assessing moments according to customer importance and business consequences
- ✓ Identifying high-emotion, high-effort, and high-risk interactions
- ✓ Building a Critical Customer Moments Map

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Course Outline

✓ DAY 02

Diagnosing the Current Customer Experience

Understanding the Customer Perspective

- ✓ Identifying expectations before, during, and after a critical interaction
- ✓ Exploring customer goals, questions, emotions, and uncertainties
- ✓ Comparing intended experience with what customers actually encounter

Finding Friction and Experience Gaps

- ✓ Detecting unnecessary effort, confusion, delay, repetition, and inconsistency
- ✓ Identifying breakdowns between channels, processes, and service teams
- ✓ Prioritizing experience gaps according to their impact on the customer

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Course Outline

✓ DAY 03

Redesigning the Moments That Matter

Defining the Better Experience

- ✓ Translating customer needs into clear experience-design priorities
- ✓ Establishing what customers should be able to do, understand, and feel
- ✓ Balancing simplicity, personalization, consistency, and operational reality

Rebuilding the Interaction

- ✓ Removing unnecessary steps and reducing customer effort
- ✓ Improving communication, choices, guidance, and transitions
- ✓ Creating a redesigned Customer Moment Blueprint

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Course Outline

✓ DAY 04

Making Experience Work in Practice

Connecting the Experience Behind the Scenes

- ✓ Aligning people, processes, technology, and channels around the redesigned moment
- ✓ Clarifying responsibilities at critical handoffs and service transitions
- ✓ Identifying operational barriers that could weaken the intended experience

Testing Before Full Implementation

- ✓ Walking through redesigned moments from the customer perspective
- ✓ Using scenarios and simple prototypes to identify weaknesses
- ✓ Refining the design from customer and operational feedback

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Course Outline

✓ DAY 05

Sustaining High-Impact Customer Moments

Measuring What Customers Actually Experience

- ✓ Selecting measures that reflect effort, clarity, confidence, and experience quality
- ✓ Combining customer feedback with behavioral and operational evidence
- ✓ Identifying early signals that a critical moment is deteriorating

Customer Moment Redesign Challenge

- ✓ Redesigning an end-to-end critical customer moment from a realistic case
- ✓ Defending design decisions against customer and operational requirements
- ✓ Developing a Customer Moment Improvement Plan for workplace implementation

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Dec. 21, 2026	Dec. 25, 2026	5 days	4250.00 \$	UAE , Dubai

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