

**Course Name**

# **Customer Experience Measurement and Insights Excellence**

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**Sector Name**

Sales, Marketing and Customer Service

**Document Type**

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## Customer Experience Measurement and Insights Excellence

### Course Introduction

This program provides a practical approach to measuring and improving customer experience through structured data collection, analysis, and insight generation. Participants will learn how to identify relevant CX metrics, design effective measurement frameworks, analyze customer feedback, and interpret both quantitative and qualitative customer data.

The program explores widely used customer experience indicators, including Net Promoter Score (NPS), Customer Satisfaction (CSAT), and Customer Effort Score (CES), while focusing on how these metrics can be connected to customer journeys and business objectives. Participants will also learn how to identify customer pain points, uncover experience gaps, recognize behavioral trends, and translate findings into practical improvement initiatives.

Through case studies and hands-on activities, participants will develop the ability to transform customer experience data into meaningful insights that support better decision-making, stronger customer relationships, improved service quality, and sustainable customer loyalty.



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## Customer Experience Measurement and Insights Excellence

### Target Audience

- ✓ Customer Experience Managers and Professionals.
- ✓ Customer Service Managers and Team Leaders.
- ✓ Customer Insights and Analytics Professionals.
- ✓ Marketing and Customer Engagement Professionals.
- ✓ Customer Success Managers.
- ✓ Business Development Professionals.
- ✓ Quality and Service Excellence Professionals.
- ✓ Operations Managers and Service Managers.
- ✓ Digital Experience and Customer Journey Professionals.
- ✓ Business Analysts and Performance Management Professionals.
- ✓ Managers and executives responsible for customer satisfaction and business performance.

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## Customer Experience Measurement and Insights Excellence

### Learning Objectives

- ✓ Understand the principles and importance of customer experience measurement.
- ✓ Identify the key components and touchpoints that shape the customer journey.
- ✓ Develop effective customer experience measurement frameworks aligned with business objectives.
- ✓ Select and apply appropriate Customer Experience (CX) metrics and Key Performance Indicators (KPIs).
- ✓ Understand and effectively use customer experience metrics such as NPS, CSAT, CES, and customer retention indicators.
- ✓ Design effective customer feedback and experience measurement approaches.
- ✓ Collect, organize, and interpret customer feedback and experience data.
- ✓ Analyze customer insights to identify patterns, trends, pain points, and improvement opportunities.
- ✓ Use quantitative and qualitative data to gain a deeper understanding of customer needs and expectations.
- ✓ Translate customer experience data into actionable business insights.
- ✓ Identify gaps between customer expectations and actual service experiences.

- ✓ Develop data-driven recommendations to improve customer satisfaction, loyalty, and engagement.
- ✓ Communicate customer experience findings effectively to management and key stakeholders.
- ✓ Establish continuous measurement and improvement practices for customer experience performance.

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## Customer Experience Measurement and Insights Excellence

### Course Outline

#### ✓ DAY 01

##### **Customer Experience Measurement Foundations**

- ✓ CX Measurement Frameworks and Principles
- ✓ Understanding the role of measurement in customer experience
- ✓ Establishing customer experience measurement frameworks
- ✓ Connecting measurement objectives with customer priorities
- ✓ Defining experience dimensions and measurement areas
- ✓ Distinguishing operational, perceptual, and behavioral measures
- ✓ Establishing a balanced approach to CX measurement

##### **Customer Experience Metrics and Measurement Dimensions**

- ✓ Understanding customer experience metric categories
- ✓ Exploring satisfaction and loyalty measures
- ✓ Understanding effort and relationship-based measures
- ✓ Selecting metrics for different customer interactions
- ✓ Interpreting metric strengths and limitations
- ✓ Establishing meaningful CX measurement structures

## Customer Experience Measurement and Insights Excellence

### Course Outline

#### ✓ DAY 02

##### **Voice of Customer and Experience Data**

- ✓ Voice of Customer Measurement
- ✓ Understanding Voice of Customer principles
- ✓ Designing structured customer feedback mechanisms
- ✓ Capturing qualitative and quantitative customer perspectives
- ✓ Understanding feedback patterns and customer expectations
- ✓ Integrating multiple sources of customer feedback
- ✓ Establishing a comprehensive Voice of Customer view

##### **Customer Feedback and Experience Data Sources**

- ✓ Identifying customer experience data sources
- ✓ Integrating surveys, complaints, interactions, and operational data
- ✓ Understanding structured and unstructured customer information
- ✓ Assessing data quality and reliability
- ✓ Connecting customer data with experience touchpoints
- ✓ Establishing data foundations for CX analysis

## Customer Experience Measurement and Insights Excellence

### Course Outline

#### ✓ DAY 03

##### **Customer Experience Analytics and Journey Insights**

- ✓ Customer Journey Measurement and Analysis
- ✓ Understanding customer journey measurement principles
- ✓ Identifying measurable stages and touchpoints
- ✓ Evaluating experience performance across journeys
- ✓ Identifying friction points and experience gaps
- ✓ Understanding journey-level patterns and dependencies
- ✓ Prioritizing critical moments in the customer experience

##### **CX Data Analysis and Insight Development**

- ✓ Analyzing customer experience patterns and trends
- ✓ Identifying correlations and meaningful relationships
- ✓ Segmenting customer experience information
- ✓ Distinguishing symptoms from underlying experience drivers
- ✓ Converting findings into actionable insights
- ✓ Developing evidence-based CX interpretations

## Customer Experience Measurement and Insights Excellence

### Course Outline

#### ✓ DAY 04

##### **Linking CX Insights to Business Performance**

- ✓ Customer Experience and Business Performance
- ✓ Understanding the relationship between CX and business outcomes
- ✓ Connecting customer experience with operational performance
- ✓ Linking experience measures to retention and loyalty
- ✓ Understanding the commercial implications of experience gaps
- ✓ Evaluating customer experience impact
- ✓ Establishing business relevance for CX insights

##### **Identifying Drivers, Gaps and Experience Priorities**

- ✓ Identifying major drivers of customer experience
- ✓ Diagnosing significant experience gaps
- ✓ Prioritizing improvement opportunities
- ✓ Understanding differences across customer segments
- ✓ Evaluating the significance of experience issues
- ✓ Establishing insight-based CX priorities

## Customer Experience Measurement and Insights Excellence

### Course Outline

#### ✓ DAY 05

##### **From Customer Insights to Experience Decisions**

- ✓ Turning CX Insights into Action
- ✓ Translating insights into improvement recommendations
- ✓ Connecting customer findings with operational priorities
- ✓ Establishing action priorities from CX evidence
- ✓ Aligning stakeholders around customer insights
- ✓ Supporting decisions through customer evidence
- ✓ Monitoring the impact of insight-led actions

##### **CX Measurement Governance and Insight-Led Management**

- ✓ Establishing CX measurement governance
- ✓ Defining ownership for customer experience metrics
- ✓ Maintaining consistency and reliability of measurement
- ✓ Reviewing CX insights at management level
- ✓ Strengthening organizational use of customer evidence
- ✓ Building a sustainable insight-led CX management approach

## Customer Experience Measurement and Insights Excellence

### Confirmed Sessions

| FROM         | TO           | DURATION | FEES       | LOCATION     |
|--------------|--------------|----------|------------|--------------|
| Nov. 1, 2026 | Nov. 5, 2026 | 5 days   | 4250.00 \$ | KSA , Riyadh |

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