EXECUTIVE PROGRAMME IN CUSTOMER EXPERIENCE EXCELLENCE

Introduction

Customers no longer evaluate organizations solely on the quality of their products or services; they increasingly judge them by every interaction they have across the entire customer journey. Organizations that consistently provide seamless, personalized, and memorable experiences enjoy higher customer satisfaction, stronger brand loyalty, improved retention, increased revenue, and sustainable business growth.The Executive Programme in Customer Experience Excellence is designed to equip executives, managers, customer-facing professionals, and business leaders with advanced knowledge, practical tools, and strategic frameworks for creating customer-centric organizations that consistently exceed customer expectations. Participants will develop a comprehensive understanding of customer behaviour, customer journey mapping, service excellence, relationship management, customer engagement, complaint resolution, and digital customer experience while learning how to align people, processes, technology, and organizational culture to deliver outstanding service. The programme explores global best practices in customer experience management, including customer analytics, Customer Relationship Management (CRM), omnichannel service delivery, emotional intelligence in customer interactions, service recovery strategies, customer loyalty programmes, performance measurement, and continuous improvement methodologies. Through interactive case studies, simulations, practical exercises, and real-world applications, participants will gain the competencies required to transform customer experiences into a strategic business asset that enhances organizational reputation, strengthens stakeholder relationships, and drives operational excellence.

Course Objectives

- Understand customer experience management.

- Develop customer-centric strategies.
- Map and optimize customer journeys.
- Improve service delivery.
- Build customer loyalty.
- Manage complaints effectively.
- Measure CX performance.
- Use digital tools.
- Promote a customer-centric culture.
- Develop a Customer Experience Improvement Action Plan.

Course Modules

> Module 1: Foundations of Customer Experience Management
- Understanding Customer Experience
- Customer-Centric Organizations
- Business Value of CX
- Customer Expectation

> Module 2: Customer Behaviour and Journey Mapping
- Customer Behaviour
- Customer Personas
- Journey Mapping
- Pain Points

> Module 3: Customer Communication and Engagement
- Communication
- Trust
- Emotional Intelligence
- Active Listening

> Module 4: Delivering Service Excellence
- Service Standards
- Managing Expectations
- Memorable Experiences
- Quality Improvement

> Module 5: Customer Relationship Management (CRM)

P.O Box 7254- 01000
www.trustgatecorporateskills.co.ke
Location Thika & Nairobi

- CRM Principles
- Retention
- Loyalty
- Customer Lifetime Value

> Module 6: Complaint Management
- Complaint Handling
- Service Recovery
- Conflict Resolution
- Opportunities

> Module 7: Digital Customer Experience
- Digital Engagement
- Omnichannel
- AI
- Self-Service

> Module 8: Measuring Customer Experience (CX)
- Customer Satisfaction
- NPS
- Feedback
- KPIs

> Module 9: Customer-Centric Culture
- Leadership
- Employee Engagement
- Collaboration
- Continuous Improvement

> Module 10: Improvement Planning
- Assessment
- Strategies
- Action Planning
- Monitoring