CUSTOMER LOYALTY, EXPERIENCE ANALYTICS & LIFETIME VALUE MANAGEMENT COURSE

Introduction

Customer Loyalty, Experience Analytics & Lifetime Value Management is an executive-level programme designed to help organizations move beyond measuring customer satisfaction toward systematically understanding why customers stay, why they leave, how experiences influence loyalty and how customer relationships contribute to long-term financial value. Customer loyalty is rarely created by a single interaction. It develops through the cumulative effect of service quality, trust, convenience, product value, personalization, problem resolution, employee interactions and consistency across the customer journey. Organizations therefore need reliable customer data and analytical capabilities to identify the factors that influence retention and relationship profitability. The programme integrates three critical disciplines: customer loyalty management, customer experience analytics and Customer Lifetime Value (CLV). Participants learn how to measure customer experience, analyze Behavioural patterns, identify churn risks, segment customers by value, calculate lifetime value and develop targeted retention strategies. The course examines metrics such as Customer Satisfaction (CSAT), Net Promoter Score (NPS), Customer Effort Score (CES), retention rate, churn rate, repeat purchase rate, share of wallet, Customer Lifetime Value and Customer Acquisition Cost. Participants also learn how to connect experience indicators with commercial outcomes, enabling management to answer important questions such as: Which customers are most valuable? Which experiences influence retention? Where are customers experiencing friction? Which customers are at risk of leaving? And where should retention resources be concentrated?

Course Objectives

- Understand the strategic foundations of customer loyalty.

- Identify the major drivers of customer retention and churn.
- Design effective customer experience measurement frameworks.
- Apply CSAT, NPS and CES appropriately.
- Analyze customer journey and touchpoint performance.
- Identify customer experience gaps and friction points.
- Measure customer retention and churn.
- Calculate and interpret Customer Lifetime Value.
- Analyze customer profitability and relationship economics.
- Segment customers according to value and behavioural characteristics.
- Identify customers at risk of churn.
- Develop targeted customer retention and loyalty strategies.
- Connect customer experience metrics with financial performance.
- Develop customer analytics dashboards for management.
- Use predictive analytics and AI to strengthen loyalty and lifetime value management.

Course Modules

> Module 1: Strategic Customer Loyalty & Retention Management

- Foundations and economics of customer loyalty
- Loyalty versus satisfaction and retention
- Drivers of long-term customer relationships
- Developing a strategic loyalty framework

> Module 2: Customer Experience Measurement & Analytics

- Principles of customer experience measurement
- CSAT, NPS and Customer Effort Score
- Experience metrics and measurement design
- Interpreting customer experience data

> Module 3: Customer Journey Analytics & Experience Mapping

- Mapping customer journeys and touchpoints
- Identifying moments of truth
- Customer pain points and friction analysis
- Journey-level performance measurement

> Module 4: Customer Behaviour, Retention & Churn Analytics

- Understanding customer retention behaviour

- Measuring churn and retention rates
- Identifying Behavioural indicators of churn
- Developing customer churn-risk profiles

> Module 5: Customer Segmentation & Value-Based Customer Management
- Behavioural and value-based segmentation
- High-value and strategic customer identification
- Customer profitability segmentation
- Developing differentiated retention strategies

> Module 6: Customer Lifetime Value Management
- Principles and components of Customer Lifetime Value
- CLV calculation and interpretation
- Customer acquisition, retention and lifetime economics
- Using CLV to guide customer investment decisions

> Module 7: Customer Profitability, Share of Wallet & Revenue Expansion
- Customer profitability analysis
- Share of wallet and account potential
- Cross-selling and up-selling opportunities
- Relationship-based revenue expansion

> Module 8: Loyalty Programmes, Engagement & Customer Advocacy
- Designing effective customer loyalty programmes
- Rewards, recognition and personalized engagement
- Customer advocacy and referral strategies
- Measuring loyalty programme effectiveness

> Module 9: Customer Analytics, Dashboards & Predictive Intelligence
- Customer experience and loyalty dashboards
- KPI selection and executive reporting
- Predictive customer analytics and churn modelling
- AI applications in customer intelligence

> Module 10: Integrated Customer Value Strategy & Continuous Improvement
- Connecting experience, loyalty and financial value
- Developing integrated customer value strategies

- Retention investment and resource prioritization
- Continuous improvement and long-term customer growth