EXECUTIVE PROGRAMME IN CUSTOMER EXPERIENCE MANAGEMENT & SERVICE EXCELLENCE

Introduction

The Executive Programme in Customer Experience Management & Service Excellence is a strategic executive-level programme designed to equip leaders, managers and customer-facing professionals with the knowledge and capabilities required to design, manage, measure and continuously improve exceptional customer experiences. Customer experience has evolved beyond frontline courtesy or customer service. Customers evaluate organizations through the entire customer journey—from initial awareness and enquiry to purchase, onboarding, service delivery, complaint resolution, relationship management and long-term loyalty. Organizations therefore need a coordinated approach that connects strategy, people, processes, technology, service culture and customer intelligence. The programme examines how organizations can convert customer information into management intelligence through Customer Satisfaction (CSAT), Net Promoter Score (NPS), Customer Effort Score (CES), retention, churn, customer lifetime value and other experience metrics. Particular attention is given to creating a sustainable service excellence culture, where employees understand the organization's customer promise and have the capabilities, authority and systems required to deliver it consistently. The programme is applicable across banking, insurance, telecommunications, hospitality, healthcare, education, government, NGOs, professional services, retail, manufacturing and other customer-intensive sectors.

Course Objectives

- .• Understand the strategic importance of customer experience management.
- Distinguish customer service from broader customer experience management.
- Develop customer-centric strategies aligned with organizational objectives.
- Identify customer expectations, needs and behavioural patterns.

- Map and analyze end-to-end customer journeys.
- Identify customer pain points and experience gaps.
- Develop effective service standards and customer experience principles.
- Strengthen employee capability and customer-centric service culture.
- Manage customer complaints and service recovery effectively.
- Design consistent omnichannel customer experiences.
- Apply customer feedback and customer intelligence to decision-making.
- Measure customer experience using relevant performance indicators.
- Improve customer loyalty, retention and lifetime value.
- Use technology, CRM and AI to enhance customer experience.
- Develop continuous customer experience improvement programmes

Course Modules

> Module 1: Customer Experience Strategy & Service Excellence
- Evolution of customer experience management
- Customer service versus customer experience
- Customer-centric business strategy
- Developing a service excellence framework

> Module 2: Customer Experience Strategy, Governance & Organizational Alignment
- Linking CX strategy to organizational objectives
- Customer experience governance and accountability
- Executive leadership and CX ownership
- Building an enterprise-wide CX roadmap

> Module 3: Customer Intelligence, Expectations & Behaviour
- Understanding customer needs and expectations
- Customer segmentation and personas
- Customer behaviour and decision-making
- Using customer intelligence to improve service

> Module 4: Customer Insights, Needs Analysis & Experience Personalization
- Customer insight generation and interpretation
- Identifying changing customer needs
- Personalization and customer relevance

- Using Behavioural insights to improve engagement

> Module 5: Customer Journey Mapping & Experience Design
- Principles of customer journey mapping
- Identifying customer touchpoints and moments of truth
- Customer pain points and experience gaps
- Designing improved customer journeys

> Module 6: Experience Design, Touchpoint Management & Moments of Truth
- Designing customer-centric service experiences
- Managing critical customer touchpoints
- Identifying and improving moments of truth
- Integrating front-office and back-office processes

> Module 7: Service Standards, Quality & Operational Excellence
- Developing customer service standards
- Service quality dimensions and performance expectations
- Service consistency and operational discipline
- Monitoring and improving service quality

> Module 8: Service Process Improvement & Experience Consistency
- Mapping service processes and service delivery systems
- Identifying service failures and operational bottlenecks
- Continuous improvement in service delivery
- Establishing consistent service experiences

> Module 9: Customer-Centric Culture & Employee Experience
- Building a customer-centric organizational culture
- Employee engagement and service behaviour
- Employee experience and customer experience
- Empowerment, accountability and service ownership

> Module 10: Leadership, Employee Engagement & Service Culture
- Leadership behaviors that drive customer-centricity
- Developing customer-focused employee capabilities
- Recognition, motivation and service performance
- Creating a culture of ownership and accountability

> Module 11: Complaint Management & Service Recovery
- Principles of effective complaint management
- Handling difficult customers and challenging situations
- Service recovery strategies and customer reassurance
- Root-cause analysis and prevention of recurring complaints

> Module 12: Difficult Customer Situations, Conflict & Recovery Management
- Managing emotionally difficult customer interactions
- Conflict resolution and de-escalation techniques
- Recovery communication and relationship restoration
- Turning service failures into improvement opportunities

> Module 13: Omnichannel & Digital Customer Experience
- Designing integrated omnichannel experiences
- Digital customer service and engagement
- Websites, mobile platforms, social media and contact centres
- Managing consistency across physical and digital channels

> Module 14: Digital Service Innovation & Emerging Customer Experience Technologies
- Digital transformation of customer experience
- Artificial intelligence and intelligent customer service
- Chatbots, automation and self-service technologies
- Managing digital experience quality and accessibility

> Module 15: Customer Feedback, Voice of Customer & Relationship Management
- Voice of Customer systems
- Customer surveys and feedback mechanisms
- Customer relationship management and engagement
- Converting customer feedback into organizational improvement

> Module 16: Customer Engagement, Relationship Development & Loyalty
- Building meaningful customer relationships
- Customer engagement strategies across the lifecycle
- Loyalty development and relationship strengthening
- Customer advocacy and long-term relationship management

> Module 17: CX Measurement, Analytics & Customer Value

- Customer Satisfaction, NPS and Customer Effort Score
- Customer retention, churn and loyalty analytics
- Customer Lifetime Value and relationship profitability
- CX dashboards and executive performance reporting

> Module 18: Customer Experience Data, Performance Analytics & Decision-Making

- Customer experience data collection and analysis
- Linking CX metrics to financial and operational outcomes
- Identifying experience-performance relationships
- Using analytics for evidence-based CX decisions

> Module 19: Customer Experience Transformation & Innovation

- Designing enterprise-wide CX transformation programmes
- Identifying CX innovation opportunities
- Managing organizational change for customer-centricity
- Building sustainable customer experience capabilities

> Module 20: Strategic Customer Experience Leadership & Continuous Improvement

- Executive leadership of customer experience
- Developing integrated CX improvement plans
- CX governance, accountability and performance management
- Building a culture of continuous customer experience improvement