

## Professional Certificate in Customer Experience (CX)

### Day 1: Foundations of Customer Experience

**Objective:** Understand what CX is, why it matters, and how it differs from customer service and marketing.

#### Session 1: Introduction to Customer Experience

Definition, evolution, and importance

CX vs. customer service vs. UX

Role of CX in brand perception and loyalty

#### Session 2: The Business Case for CX

Linking CX to business outcomes (loyalty, revenue, churn)

Global trends and benchmarks

Customer expectations in the digital age

#### Session 3: Customer Journey Overview

Touchpoints, moments of truth, and pain points

Omnichannel experience

### Day 2: Customer Journey Mapping & Experience Design

**Objective:** Learn to design customer-centric experiences and identify key journey improvements.

#### Session 1: Customer Journey Mapping Deep Dive

Personas, emotions, channels, and actions

Empathy mapping

#### Session 2: Experience Design & Innovation

Service blueprinting

Design thinking principles for CX

Personalization vs. consistency

#### Session 3: Digital CX & Emerging Tech

Mobile, chatbots, AI, self-service

Balancing automation and human touch

### Day 3: Measuring Customer Experience

**Objective:** Learn to measure and interpret CX performance using metrics and feedback systems.

#### Session 1: CX Metrics and KPIs

Net Promoter Score (NPS)

Customer Satisfaction (CSAT)

Customer Effort Score (CES)

Voice of Customer (VoC) systems

#### Session 2: Data Collection and Analytics

Survey design and feedback tools

Real-time vs. periodic feedback

Qualitative insights

#### Session 3: Analyzing and Acting on Insights

Turning data into action

Closed-loop feedback systems

Root cause analysis

### Day 4: CX Strategy and Governance

**Objective:** Learn how to build and lead a sustainable, strategic CX program.

#### Session 1: Creating a CX Vision and Strategy

Customer-centric culture

Strategic alignment with business goals

#### Session 2: Governance and Operating Models

Roles and responsibilities

Embedding CX into daily operations

Change management

#### Session 3: Employee Experience (EX) and CX

Link between engaged employees and customer satisfaction

Internal service culture and training

## Day 5: CX Leadership, Transformation & Certification

**Objective:** Empower participants to lead CX transformation and apply certification learnings.

### Session 1: CX Leadership & Maturity Models

Traits of effective CX leaders

CX maturity assessment frameworks (e.g., Forrester, Gartner)

### Session 2: CX Transformation Roadmap

Building a case for change

From pilot to scale

Prioritization and ROI

