MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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DESIGNING AND DEVELOPING DIGITAL WORKPLACE STANDARDS & CX STRATEGIES

"Create Seamless, Future-Ready Digital Experiences that Drive Customer and Employee Engagement"

Schedule

Date	Venue	Fees
16 – 20 Feb 2026	Dubai, UAE	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Digital transformation is reshaping how employees work and how customers interact with organizations. To thrive in this evolving environment, companies must adopt clear standards for digital workplace operations and design customer experience (CX) strategies that are agile, integrated, and human-centered.

This immersive course enables participants to define, align, and implement modern digital workplace standards while creating CX strategies that foster loyalty and deliver measurable value. Through hands-on workshops and real-world frameworks, attendees will gain the tools to lead digital initiatives across departments and industries.

Objectives

By the end of this course, participants will be able to:

- Define the components of a digital workplace and develop relevant operational standards
- Identify key technologies and platforms for seamless digital collaboration
- Design a CX strategy aligned with business goals and digital maturity
- Map customer journeys and identify digital experience gaps
- Use data analytics and design thinking to optimize digital experiences
- Integrate employee experience (EX) into digital workplace strategies

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Why Attend

- Learn to develop digital workplace governance and performance frameworks
- Understand how to align digital tools, workflows, and experience standards
- Build customer journey maps and design omni-channel CX strategies
- Explore technologies that support collaboration, automation, and personalization
- Gain templates, models, and tools for immediate application

Target Audience

This program is designed for:

- Digital transformation and innovation leaders
- CX and EX strategists and designers
- IT and workplace technology managers
- HR and operations leaders involved in digital enablement
- Business architects and customer journey professionals

Individual Benefits

Key competencies that will be developed include:

- Digital workplace planning and governance
- CX strategy design and implementation
- Stakeholder engagement and change leadership
- Journey mapping, segmentation, and touchpoint optimization
- Use of digital analytics and service design tools

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved customer satisfaction through unified digital experiences
- Increased employee productivity and collaboration via digital workplace maturity
- Clear standards and governance for digital platforms and communication
- Enhanced decision-making through customer insights and digital metrics
- Strategic alignment between digital tools, customer needs, and business goals

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Digital workplace frameworks, CX principles, and transformation roadmaps
- Case Studies – Real-world digital workplace and CX redesign success stories
- Workshops – Mapping exercises, standard creation, and CX prototyping
- Peer Exchange – Discussion forums on challenges and best practices
- Tools – Templates for digital standards, journey maps, and CX governance

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Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of the Digital Workplace and CX

- Module 1: Defining the Digital Workplace (07:30 – 09:30) • Key elements and evolution of the digital workplace • Benefits and barriers to adoption
- Module 2: Core Technologies and Platforms (09:45 – 11:15) • Collaboration tools, intranets, automation, and AI • Evaluating digital platforms for engagement
- Module 3: CX Fundamentals in a Digital World (11:30 – 01:00) • Principles of customer experience strategy • Aligning CX with digital transformation
- Module 4: Governance and Standards (02:00 – 03:30) • Defining policies, roles, and usage norms for digital tools

Day 2: Mapping Experience and Designing Standards

- Module 1: Journey Mapping and Personas (07:30 – 09:30) • Techniques for creating journey maps and identifying touchpoints
- Module 2: Digital Experience Metrics (09:45 – 11:15) • NPS, CSAT, CES, and digital KPIs for CX measurement
- Module 3: Standards Development (11:30 – 01:00) • Writing digital workplace standards and service blueprints
- Module 4: Workshop – Mapping Your Workplace (02:00 – 03:30) • Group exercise: Evaluate and define your digital environment

Day 3: CX Design and Innovation

- Module 1: Human-Centered Design Thinking (07:30 – 09:30) • Applying design thinking to workplace and customer experience
- Module 2: Prototyping Digital Journeys (09:45 – 11:15) • Creating low-fidelity and high-fidelity prototypes
- Module 3: Managing Omni-Channel Experiences (11:30 – 01:00) • Integration of web, mobile, and in-person CX
- Module 4: Innovation Lab (02:00 – 03:30) • Hands-on session using digital design tools

Day 4: Data-Driven Experience Improvement

- Module 1: Analytics for CX and EX (07:30 – 09:30) • Using dashboards and metrics to guide decisions
- Module 2: Voice of Customer (VoC) and Voice of Employee (VoE) (09:45 – 11:15) • Collecting and interpreting feedback
- Module 3: Personalization and Automation (11:30 – 01:00) • Leveraging data to personalize experience
- Module 4: Digital Maturity Models (02:00 – 03:30) • Assessing readiness and benchmarking progress

Day 5: Strategy, Implementation and Future Trends

- Module 1: Crafting a Digital Workplace & CX Strategy (07:30 – 09:30) • Defining vision, priorities, and success factors
- Module 2: Managing Change and Adoption (09:45 – 11:15) • Techniques to promote engagement and overcome resistance
- Module 3: Final Group Exercise (11:30 – 01:00) • Develop and present an integrated CX + Digital Workplace roadmap
- Module 4: Wrap-up & Q/A (02:00 – 03:30) • Review, next steps, and closing remarks

Certification

Participants will receive a Certificate of Completion in Digital Workplace Standards & CX Strategy Design, confirming their expertise in developing cohesive, user-centric digital and customer experience strategies for modern organizations.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

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