

CUSTOMER EXPERIENCE STRATEGY & DIGITAL CHANNEL INTEGRATION

"Designing Seamless Customer Journeys Across Digital Touchpoints for Superior Experience"

Schedule

Date	Venue	Fees (Face-to-Face)
17 – 21 Aug 2026	Dubai, UAE	USD 3495 per delegate

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

Introduction

In an increasingly competitive and digitized market, delivering an exceptional customer experience (CX) has become a strategic priority. Organizations that thrive are those that integrate physical and digital touchpoints to ensure seamless, personalized interactions across all channels.

This intensive course empowers professionals with proven methodologies to develop and implement customer experience strategies that drive satisfaction, loyalty, and measurable business impact. From customer journey mapping to digital channel optimization, this program offers the tools to transform customer engagement holistically.

Objectives

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

- Build and implement a customer experience strategy aligned with business objectives
- Map and analyze end-to-end customer journeys
- Integrate digital platforms to enhance omnichannel engagement
- Apply data and feedback to drive CX improvements
- Foster a customer-centric culture across departments

Why Attend

- Learn how to bridge the gap between customer expectations and digital execution
- Master CX journey mapping and persona development
- Discover best practices in omnichannel strategy and digital transformation
- Gain tools for measuring, analyzing, and optimizing customer experience
- Equip yourself to lead CX initiatives across functional teams

Target Audience

This program is designed for:

- Customer experience managers and strategists
- Digital transformation leaders
- Marketing, communications, and brand managers
- Customer service and CRM professionals
- Business development and innovation heads
- UX and digital platform managers

Individual Benefits

Key competencies that will be developed include:

- Designing consistent, impactful customer journeys
- Aligning digital tools with CX strategy
- Using analytics and feedback to improve CX
- Managing omnichannel customer touchpoints
- Leading customer-centric innovation initiatives

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Enhanced ability to attract and retain customers
- Stronger brand loyalty through consistent digital experiences
- Increased efficiency in customer engagement processes
- Measurable improvements in satisfaction and NPS scores
- Improved collaboration between marketing, IT, and operations

Instructional Methodology

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

- Strategy Briefings – Deep dive into CX frameworks, digital integration strategies, and customer insights
- Case Studies – Real-world examples of organizations transforming CX through digital innovation
- Workshops – Practical sessions on journey mapping, persona creation, and CX measurement
- Peer Exchange – Group discussions on CX challenges, industry trends, and innovation
- Tools – Templates for journey maps, CX scorecards, digital integration checklists, and performance dashboards

MAWA EVENTS

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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 Customer Experience Strategy

- Module 1: Understanding Modern CX (07:30 – 09:30)
 - Defining customer experience and its business value
 - CX vs. customer service and CRM
 - Key drivers of customer satisfaction and loyalty
- Module 2: Customer Expectations & Journey Thinking (09:45 – 11:15)
 - Evolving digital behavior and expectations
 - Customer journey phases and touchpoints
 - Identifying customer pain points and opportunities
- Module 3: Workshop – CX Readiness Assessment (11:30 – 01:00)
 - Evaluating current CX performance and gaps
 - Setting improvement goals based on priorities
- Module 4: Peer Exchange (02:00 – 03:30)
 - Group discussion on CX successes and missed opportunities

Day 2: Journey Mapping & Persona Development

- Module 1: Customer Journey Mapping (07:30 – 09:30)
 - Techniques for mapping cross-channel experiences
 - Emotional engagement and touchpoint effectiveness
 - Journey map visualization and documentation
- Module 2: Customer Personas & Segmentation (09:45 – 11:15)
 - Creating data-driven personas
 - Understanding behavioral and demographic traits
 - Tailoring CX by segment
- Module 3: Workshop – Journey Map Design (11:30 – 01:00)
 - Building real customer journey maps in teams
 - Identifying areas for improvement
- Module 4: CX Metrics & KPIs (02:00 – 03:30)
 - Key performance indicators (NPS, CSAT, CES)
 - Voice of the Customer (VoC) strategies
 - Using insights to drive CX optimization

Day 3: Digital Channel Integration

- Module 1: Omnichannel Experience Design (07:30 – 09:30)
 - Creating connected experiences across web, mobile, and physical spaces
 - Aligning customer interactions across all platforms
 - Importance of consistency and real-time engagement
- Module 2: Selecting the Right Digital Tools (09:45 – 11:15)
 - CRM, chatbots, and self-service tools
 - Leveraging AI and automation for personalization
 - Choosing scalable and user-centric platforms
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Module 3: Case Study – Leading Omnichannel Brands (11:30 – 01:00)

- Lessons from companies with best-in-class digital CX
- Critical success factors in channel integration
- Module 4: Peer Exchange (02:00 – 03:30)
- Sharing digital challenges and digital-first wins

Day 4: Engagement, Content & Personalization

- Module 1: Content Strategy for CX (07:30 – 09:30)
- Storytelling, content relevance, and channel fit
- Matching message tone and timing with journey stages
- Empowering customers with proactive content
- Module 2: Personalization at Scale (09:45 – 11:15)
- Techniques to customize digital experiences
- Behavioral triggers and data signals
- Ethics and data privacy considerations
- Module 3: Workshop – Omnichannel Strategy Map (11:30 – 01:00)
- Creating a complete cross-channel engagement blueprint
- Aligning technology, message, and audience
- Module 4: Dashboarding & Monitoring (02:00 – 03:30)
- Using dashboards to track and visualize CX performance
- Real-time feedback loops and reporting

Day 5: Leading and Sustaining CX Transformation

- Module 1: Building a CX Culture (07:30 – 09:30)
- Internal alignment and staff engagement
- Training, rewards, and empowerment strategies
- Role of leadership in CX success
- Module 2: Implementation Planning (09:45 – 11:15)
- CX roadmap development
- Change management and stakeholder buy-in
- Monitoring progress and making adjustments
- Module 3: Workshop – CX Action Plan (11:30 – 01:00)
- Teams present implementation plans
- Feedback from peers and facilitators
- Module 4: Final Reflections & Certification (02:00 – 03:30)
- Summary of key takeaways
- Q&A and group insights
- Awarding of certificates

Certification

Participants will receive a Certificate of Completion in Customer Experience Strategy & Digital Channel Integration, validating their ability to develop and implement integrated, customer-centric strategies across multiple digital and physical channels.

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.

<p>In-House / Customized Training</p> <p>Interested in running this course for your team?</p> <p>Please contact us:</p>	<p>TEL:</p> <p>+601116373203</p>	<p>EMAIL:</p> <p>info@mawaevents.net</p>
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