MAWA EVENTS

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

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MASTERCLASSES TO BUILD PROFESSIONAL CX AND EX SKILLS

""Enhancing Customer and Employee Experiences for Organizational Success""

Schedule

Date	Venue	Fees (Face-to-Face)
03 – 07 May 2026	Doha, Qatar	USD 3495 per delegate

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

Introduction

Customer Experience (CX) and Employee Experience (EX) are at the heart of an organization's success, driving loyalty, productivity, and business growth. This 5-day course offers a deep dive into the strategies and practices that shape world-class CX and EX. Participants will learn how to create, manage, and improve customer and employee journeys to drive superior engagement and satisfaction across the entire organization.

By the end of the course, participants will be equipped with the tools, techniques, and insights necessary to design and implement impactful CX and EX strategies that align with organizational goals, improve customer loyalty, and boost employee performance. Through case studies, practical workshops, and expert-led discussions, participants will gain a comprehensive understanding of how to optimize both customer and employee experiences for long-term business success.

Objectives

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

- Understand the core principles of customer experience (CX) and employee experience (EX).
- Design and implement CX and EX strategies that align with organizational values and objectives.
- Evaluate customer and employee touchpoints to identify opportunities for improvement.
- Use data-driven insights to optimize customer and employee journeys.
- Develop strategies for improving CX and EX across multiple channels.
- Communicate and collaborate effectively to drive CX and EX initiatives throughout the organization.

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Why Attend

- Gain comprehensive knowledge of the strategies, frameworks, and best practices for improving CX and EX.
- Learn how to create and execute CX and EX initiatives that align with organizational strategy.
- Enhance your ability to drive employee engagement and customer loyalty.
- Understand the tools and technologies that support effective CX and EX management.
- Master the art of measuring and analyzing CX and EX performance.
- Build your leadership skills to inspire and lead teams in delivering exceptional experiences.

Target Audience

This program is designed for:

- CX and EX professionals seeking to enhance their skills and knowledge in experience management
- HR and organizational development leaders looking to improve employee engagement
- Marketing and customer service managers responsible for customer experience initiatives
- Senior executives aiming to align CX and EX with business goals
- Anyone involved in driving customer and employee satisfaction in an organization

Individual Benefits

Key competencies that will be developed include:

- Expertise in designing and implementing effective CX and EX strategies.
- Ability to assess and optimize customer and employee journeys.
- Advanced skills in using data and feedback to drive continuous improvements.
- Leadership capabilities for driving CX and EX initiatives within the organization.
- Enhanced communication and collaboration skills for cross-functional teams.

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved customer loyalty and satisfaction through well-designed CX initiatives.
- Higher employee engagement and productivity driven by EX optimization.
- Increased alignment of CX and EX strategies with overall business goals.
- Better organizational performance through a customer-centric and employee-centric approach.
- Stronger competitive advantage through the integration of CX and EX into business operations.

Instructional Methodology

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

- Strategy Briefings – In-depth discussions on CX and EX principles, strategies, and frameworks.
- Case Studies – Real-world examples of organizations that have successfully transformed their CX and EX.
- Workshops – Hands-on exercises where participants design and implement CX and EX strategies.
- Peer Exchange – Collaborative learning through group discussions and knowledge sharing.
- Tools – Practical tools, templates, and resources for developing CX and EX strategies.

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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: Introduction to Customer and Employee Experience

- Module 1: Understanding Customer Experience (CX) (07:30 – 09:30)
- The role of CX in business success
- Key components of an exceptional customer experience
- The link between CX and customer loyalty
- Module 2: Understanding Employee Experience (EX) (09:45 – 11:15)
- What is EX and why does it matter?
- The impact of EX on employee engagement and productivity
- Best practices for creating a positive employee experience
- Module 3: Aligning CX and EX with Organizational Strategy (11:30 – 01:00)
- Integrating CX and EX into the company’s mission and values
- Aligning CX and EX goals with business objectives
- The role of leadership in driving CX and EX strategies

Day 2: Designing and Managing Customer and Employee Journeys

- Module 1: Mapping the Customer Journey (07:30 – 09:30)
- Tools and techniques for mapping customer touchpoints
- Identifying opportunities for improvement at each stage of the customer journey
- Creating seamless, personalized customer experiences
- Module 2: Mapping the Employee Journey (09:45 – 11:15)
- Identifying key moments of truth in the employee experience
- Strategies for enhancing the employee journey from onboarding to career growth
- Creating a supportive environment that fosters employee engagement
- Module 3: Integrating CX and EX Across Channels (11:30 – 01:00)
- Ensuring consistency across physical, digital, and remote channels
- Leveraging technology to streamline CX and EX management
- Cross-functional collaboration to deliver a unified experience

Day 3: Measuring and Analyzing CX and EX Performance

- Module 1: Collecting and Analyzing Customer Feedback (07:30 – 09:30)
- Methods for gathering customer feedback: surveys, focus groups, social media, etc.
- Analyzing customer feedback to identify trends, pain points, and opportunities
- Using customer data to drive decisions and improve experience
- Module 2: Collecting and Analyzing Employee Feedback (09:45 – 11:15)
- Employee surveys, interviews, and pulse checks
- Analyzing employee feedback to improve engagement and retention
- Linking employee feedback to business outcomes
- Module 3: Key Performance Indicators (KPIs) for CX and EX (11:30 – 01:00)
- Defining KPIs to track the success of CX and EX initiatives
- Using data analytics tools to measure and report on performance
- Continuous improvement through regular measurement and assessment

Day 4: Advanced Strategies for Enhancing CX and EX

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Module 1: Personalization and Customization in CX (07:30 – 09:30)

- Strategies for personalizing the customer experience across different touchpoints
- Implementing customer segmentation and targeted marketing strategies
- Using data analytics and AI to customize customer interactions
- Module 2: Employee Well-being and Engagement (09:45 – 11:15)
- Promoting employee well-being and mental health for better EX
- Creating a supportive work environment that drives employee engagement
- Recognizing and rewarding employee contributions to improve experience
- Module 3: Innovation and Continuous Improvement in CX and EX (11:30 – 01:00)
- Fostering innovation to drive continuous improvement in CX and EX
- Implementing new technologies and tools to enhance experience
- Best practices for evolving CX and EX strategies to meet changing needs

Day 5: Implementing and Communicating CX and EX Strategies

- Module 1: Building a CX and EX Strategy (07:30 – 09:30)
- Creating an actionable CX and EX strategy aligned with business goals
- Engaging stakeholders in the implementation of the strategy
- Overcoming challenges in executing CX and EX initiatives
- Module 2: Communicating CX and EX Efforts Internally and Externally (09:45 – 11:15)
- Effectively communicating CX and EX priorities to employees and customers
- Internal communication strategies to ensure buy-in from employees
- External communication to engage customers and enhance brand loyalty
- Module 3: Final Workshop and Course Wrap-Up (11:30 – 01:00)
- Final Q&A session and group discussion
- Workshop: Developing a personalized CX and EX improvement plan
- Certificate distribution and course conclusion

Certification

Upon completing the training course, participants will receive a Certificate of Completion in CX and EX Masterclasses, recognizing their ability to design, implement, and manage customer and employee experience strategies that drive organizational success and growth.

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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