**MAWA EVENTS**

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

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# ENHANCING CUSTOMER EXPERIENCE FOR SUSTAINABLE GROWTH

*"Designing Memorable Experiences That Drive Loyalty, Revenue, and Long-Term Brand Value"*

## Schedule

| Date | Venue | Fees (Face-to-Face) |
|---|---|---|
| 22 – 26 Jun 2026 | Dubai, UAE | USD 3495 per delegate |

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

## Introduction

In the age of empowered consumers, exceptional customer experience (CX) is no longer a competitive advantage—it is a necessity. Organizations that deliver consistent, personalized, and frictionless experiences enjoy stronger loyalty, greater profitability, and faster growth. This intensive course equips professionals with the frameworks and tools to assess, design, and elevate customer experiences across the end-to-end journey.

Through practical exercises, case studies, and CX design simulations, participants will learn how to measure customer satisfaction, map journeys, integrate digital channels, and embed a customer-centric culture that sustains long-term success.

## Objectives

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

- Understand customer experience as a strategic driver of sustainable growth
- Analyze customer journeys and identify friction points
- Apply CX metrics such as NPS, CSAT, and Customer Lifetime Value (CLV)
- Design service improvements using customer feedback and persona mapping
- Lead cross-functional initiatives that embed CX excellence

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## Why Attend

- Gain practical CX strategies that directly improve retention and referrals
- Learn to align digital, operational, and frontline teams around customer value
- Understand and act on key voice-of-customer (VoC) insights
- Identify service gaps and drive innovation in customer journeys
- Contribute to a customer-centric growth strategy within your organization

## Target Audience

This program is designed for:

- Customer experience and service excellence professionals
- Marketing, branding, and digital transformation managers
- Operations and business development leaders
- Sales, support, and customer success managers
- Anyone involved in shaping customer-facing strategies or touchpoints

## Individual Benefits

Key competencies that will be developed include:

- CX strategy development and implementation
- Customer journey mapping and persona development
- Service recovery and proactive problem resolution
- Use of CX tools like surveys, dashboards, and experience design
- Change management to support CX transformation

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Higher customer retention and loyalty across segments
- Reduced churn and increased share-of-wallet through experience differentiation
- Improved service design, delivery, and recovery processes
- Cross-functional alignment around customer needs and feedback
- Stronger brand reputation and long-term customer value

## Instructional Methodology

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

- Strategy Briefings – CX trends, frameworks, and success factors
- Case Studies – Global examples of CX transformation and failures
- Workshops – Journey mapping, VoC analysis, experience redesign
- Peer Exchange – Experience sharing and feedback from other sectors
- Tools – Persona templates, CX scorecards, service blueprinting tools

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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: Customer Experience as a Growth Strategy**

- Module 1: The Business Case for CX (07:30 – 09:30) • CX economics, loyalty loops, and growth impact
- Module 2: Customer Expectations and Trends (09:45 – 11:15) • Personalization, omnichannel, convenience drivers
- Module 3: CX Metrics and Measurement (11:30 – 01:00) • NPS, CSAT, CES, CLV – use and limitations
- Module 4: Workshop – Build a CX Scorecard for Your Organization (02:00 – 03:30) • Define metrics aligned to business outcomes

**Day 2: Journey Mapping and Experience Design**

- Module 5: Customer Journey Mapping Essentials (07:30 – 09:30) • Touchpoints, moments of truth, pain points
- Module 6: Persona Development for Experience Design (09:45 – 11:15) • Behavioral, emotional, and demographic profiles
- Module 7: Service Blueprinting and Gap Analysis (11:30 – 01:00) • Frontstage vs backstage, process alignment
- Module 8: Workshop – Map and Improve a Customer Journey (02:00 – 03:30) • Use tools to design a future-state experience

**Day 3: Voice of the Customer and Feedback Loops**

- Module 9: Building a Voice of Customer (VoC) System (07:30 – 09:30) • Surveys, interviews, social listening
- Module 10: Closing the Feedback Loop (09:45 – 11:15) • Actionable insights, team response, transparency
- Module 11: Complaint Handling and Service Recovery (11:30 – 01:00) • Root cause resolution, turning complaints into loyalty
- Module 12: Workshop – Design a VoC Dashboard (02:00 – 03:30) • Define KPIs and visual reporting tools

**Day 4: Digital Channels and Omnichannel Experience**

- Module 13: Digital Touchpoint Optimization (07:30 – 09:30) • Web, mobile, chat, and self-service best practices
- Module 14: Integrating CX Across Channels (09:45 – 11:15) • Consistency, personalization, and CRM linkage
- Module 15: Human-Centered Innovation and Design Thinking (11:30 – 01:00) • Creative solutions, empathy mapping
- Module 16: Workshop – Design a Frictionless Digital Experience (02:00 – 03:30) • Scenario-based team activity

**Day 5: Embedding Customer Centricity**

- Module 17: CX Culture and Employee Engagement (07:30 – 09:30) • Service mindset, empowerment, internal branding
- Module 18: Cross-Functional CX Governance (09:45 – 11:15) • Ownership, KPIs, steering committees
- Module 19: Final Project – CX Strategy Roadmap (11:30 – 01:00) • Prioritize initiatives and build execution plan
- Module 20: Wrap-Up, Presentations, and Certification Review (02:00 – 03:30) • Group feedback and action planning

## Certification

Participants will receive the Certificate of Completion in Enhancing Customer Experience for Sustainable Growth, validating their ability to assess, design, and lead customer experience improvements that align with business strategy and customer expectations.

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

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