

PUBLIC RELATIONS | COURSE BROCHURE

Customer Experience Perfection for Modern Managers

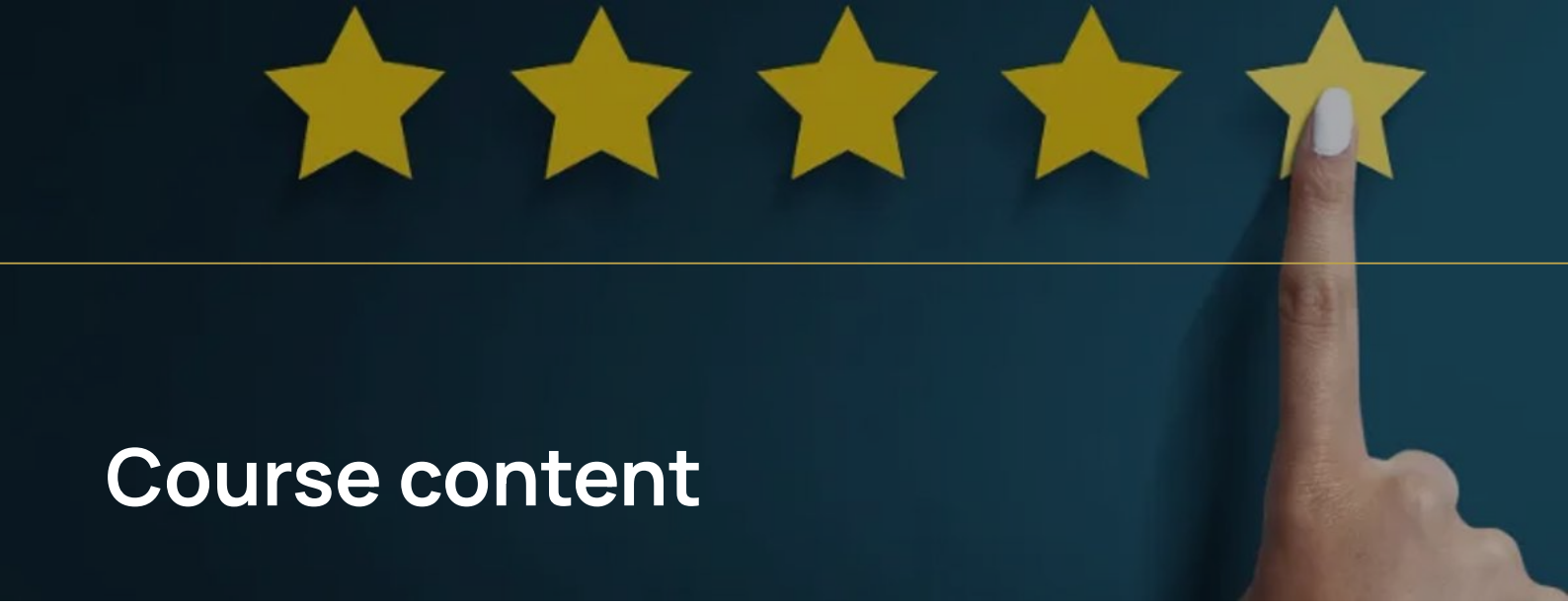
5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

This course equips modern managers with advanced strategies and tools to enhance customer experience. Participants will learn to analyse customer journeys, implement feedback mechanisms, and design service improvements, ensuring they can lead teams to achieve exceptional customer satisfaction and loyalty.

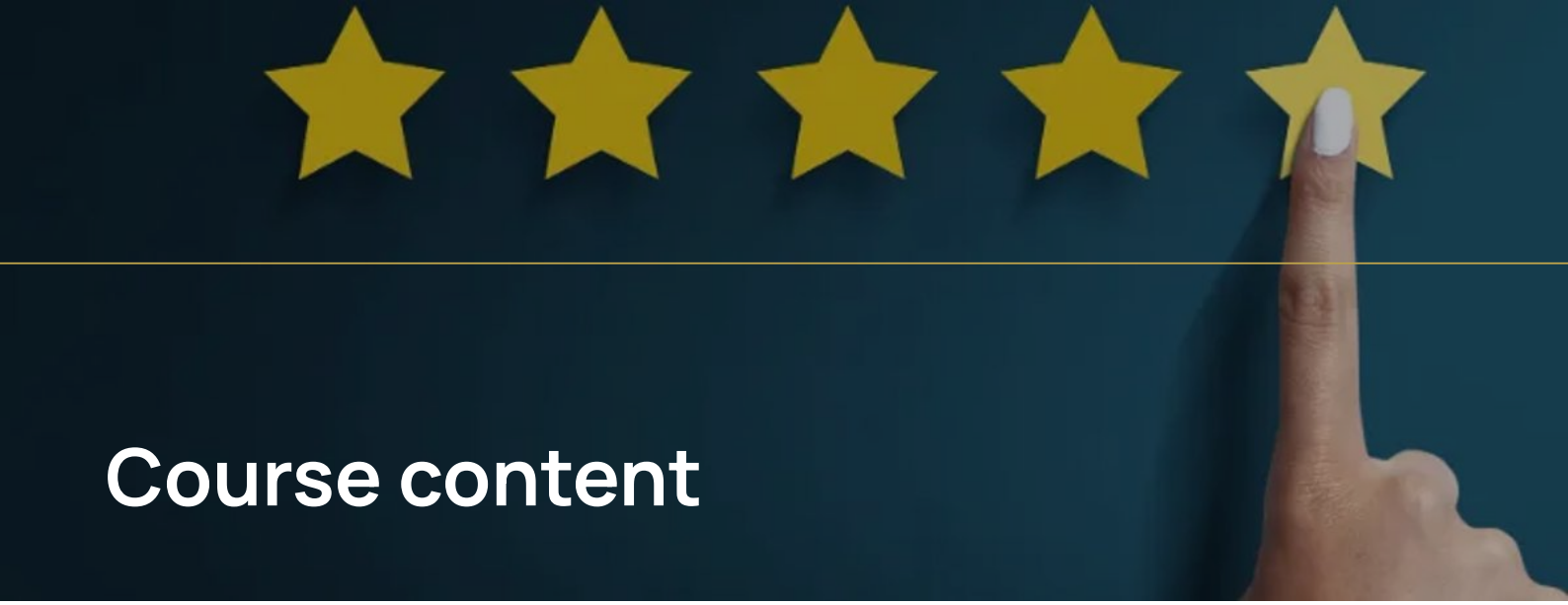
Managers often face challenges in understanding and improving customer experiences, which can directly impact retention and revenue. By mastering customer journey mapping and feedback analysis, participants will identify pain points and opportunities for enhancement, leading to more effective service delivery. This course empowers managers to implement actionable strategies based on real-time customer insights, fostering a culture of continuous improvement. Participants will engage in practical exercises that simulate real-world scenarios, allowing them to make informed decisions that elevate the overall customer experience. By the end, they will be equipped to drive initiatives that significantly enhance customer satisfaction and loyalty.
Developing a customer-centric culture is crucial for modern businesses. This course enables managers to implement actionable strategies based on real-time customer insights. Participants will engage in practical exercises that simulate real-world scenarios, allowing them to make informed decisions that elevate the overall customer experience. Managers will learn to communicate effectively with their teams about customer needs, ensuring alignment across departments. They will also develop skills to analyse feedback data, enabling them to prioritise initiatives that align with business objectives and customer needs. This comprehensive approach ensures that participants leave with the tools necessary to lead their organisations towards customer experience excellence.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course employs a blend of interactive workshops, case studies, and role-playing exercises to deepen understanding of customer experience principles. Participants will engage in scenario-based simulations that require them to apply customer journey mapping and feedback analysis techniques. Each day includes practical tasks where participants will create customer journey maps, design feedback mechanisms, and develop service improvement proposals. Outputs will include detailed reports and strategic plans that demonstrate their ability to translate theory into practice. This hands-on approach ensures that participants not only learn concepts but also apply them in realistic contexts, enhancing retention and capability. The collaborative environment encourages peer feedback and knowledge sharing, further enriching the learning experience.



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Course objectives

By the end of this course, participants will be able to:
• Analyse customer journey maps to identify key touchpoints and pain points in the customer experience.
• Design effective feedback mechanisms to capture customer insights and improve service delivery.
• Evaluate service delivery processes for opportunities to enhance customer satisfaction and loyalty.
• Construct a customer experience improvement plan based on data analysis and stakeholder input.
• Justify the implementation of customer-centric strategies to stakeholders using evidence from customer feedback.
• Prioritise initiatives that align with business objectives and customer needs, ensuring effective resource allocation.

Target audience

This course is suitable for:
• Customer Experience Managers responsible for enhancing service delivery.
• Operations Managers focused on improving customer interactions and satisfaction.
• Marketing Managers aiming to align campaigns with customer insights.
• Product Managers who need to understand customer feedback for product development.

Target competencies

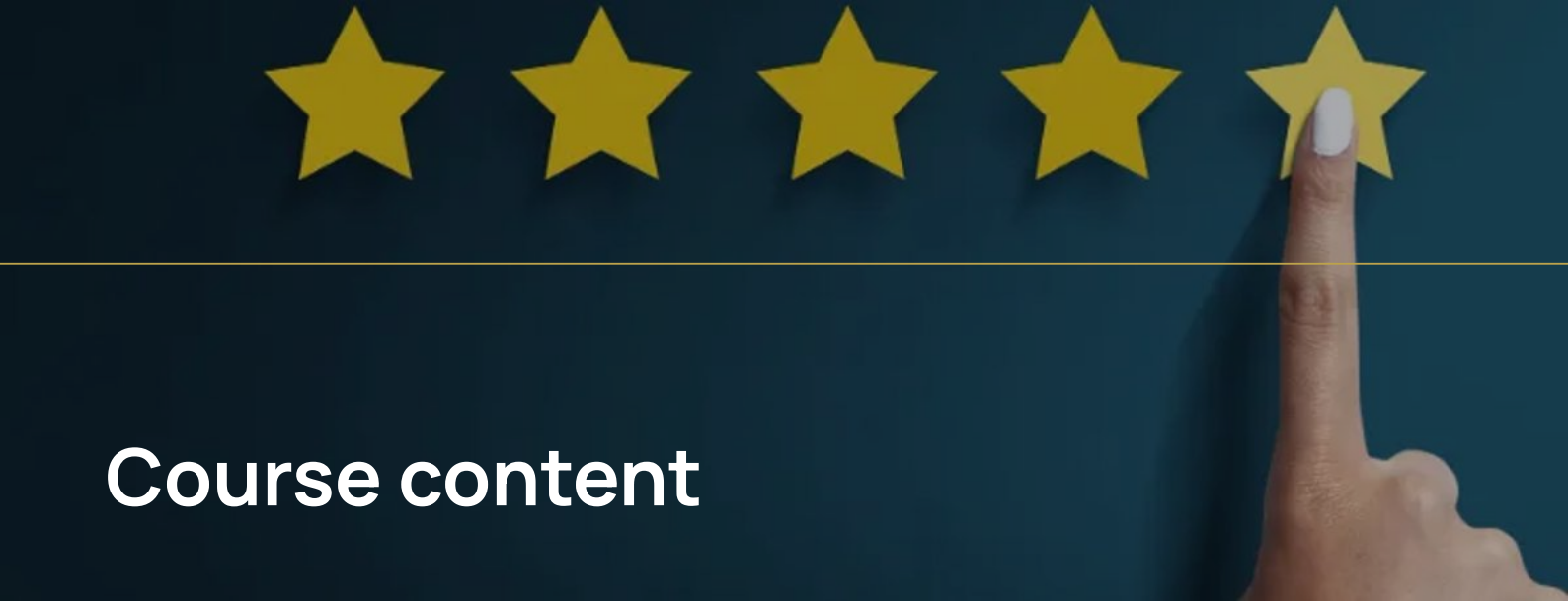
Participants will develop competencies in:
• Ability to map customer journeys effectively and identify critical touchpoints.
• Skill in analysing customer feedback for actionable insights and service improvements.
• Competence in designing customer-centric service enhancements based on data.
• Capability to communicate customer experience strategies to teams and stakeholders.
• Proficiency in prioritising customer experience initiatives based on business impact and customer needs.
• Expertise in fostering a customer-centric culture within teams and across departments.

Course outline

Day 1: Understanding Customer Experience Fundamentals

Applied activity: Participants will analyse a fictional company's customer feedback data to identify trends and areas for improvement, using analytical tools discussed in class. They will work in groups to discuss their findings and propose initial recommendations.
Output: A report summarising key findings and actionable recommendations for enhancing customer experience.

09:00–09:54	Define customer experience and its importance in modern business contexts.
09:54–10:48	Explore the components of customer satisfaction and loyalty metrics.



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10:48–11:00	Identify key performance indicators for measuring customer experience effectively.
11:00–11:30	Coffee break
11:30–12:12	Identify key performance indicators for measuring customer experience effectively. (continued)
12:12–13:06	Discuss the role of customer feedback in shaping service delivery improvements.
13:06–14:00	Examine case studies of successful customer experience strategies across industries.

Day 2: Mapping the Customer Journey

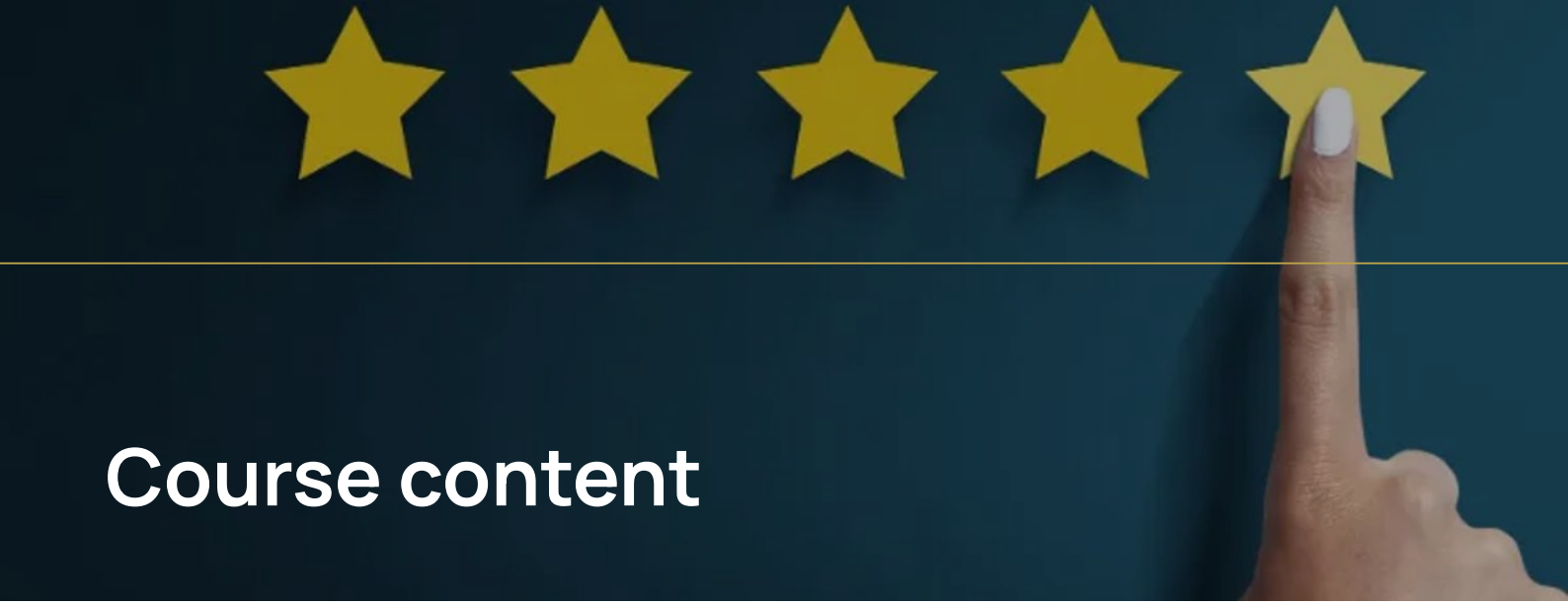
Applied activity: In groups, participants will create a customer journey map for a fictional product, identifying critical touchpoints and customer emotions at each stage. They will then present their maps to the class for feedback.
Output: A comprehensive customer journey map highlighting key insights, pain points, and opportunities for improvement.

09:00–09:54	Introduce customer journey mapping techniques and tools for effective analysis.
09:54–10:48	Identify touchpoints and interactions in the customer journey for various personas.
10:48–11:00	Create detailed customer personas to guide experience design and improvements.
11:00–11:30	Coffee break
11:30–12:12	Create detailed customer personas to guide experience design and improvements. (continued)
12:12–13:06	Assess the emotional journey of customers at each touchpoint for deeper insights.
13:06–14:00	Utilise journey maps to pinpoint pain points and opportunities for service enhancement.

Day 3: Implementing Effective Feedback Mechanisms

Applied activity: Participants will design a feedback mechanism for a fictional service, considering the best methods for collecting and analysing customer insights. They will role-play as customers providing feedback to test their designs.
Output: A detailed proposal for a customer feedback system, including metrics for success and anticipated outcomes.

09:00–09:54	Discuss the importance of real-time feedback in enhancing customer experience.
09:54–10:48	Explore various feedback collection methods (surveys, interviews, focus groups).
10:48–11:00	Design feedback loops to ensure continuous improvement based on customer insights.
11:00–11:30	Coffee break
11:30–12:12	Design feedback loops to ensure continuous improvement based on customer insights. (continued)
12:12–13:06	Analyse feedback data to derive actionable insights for service enhancements.



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13:06–14:00	Evaluate the effectiveness of feedback mechanisms in practice and their impact on customer satisfaction.

Day 4: Enhancing Service Delivery Processes

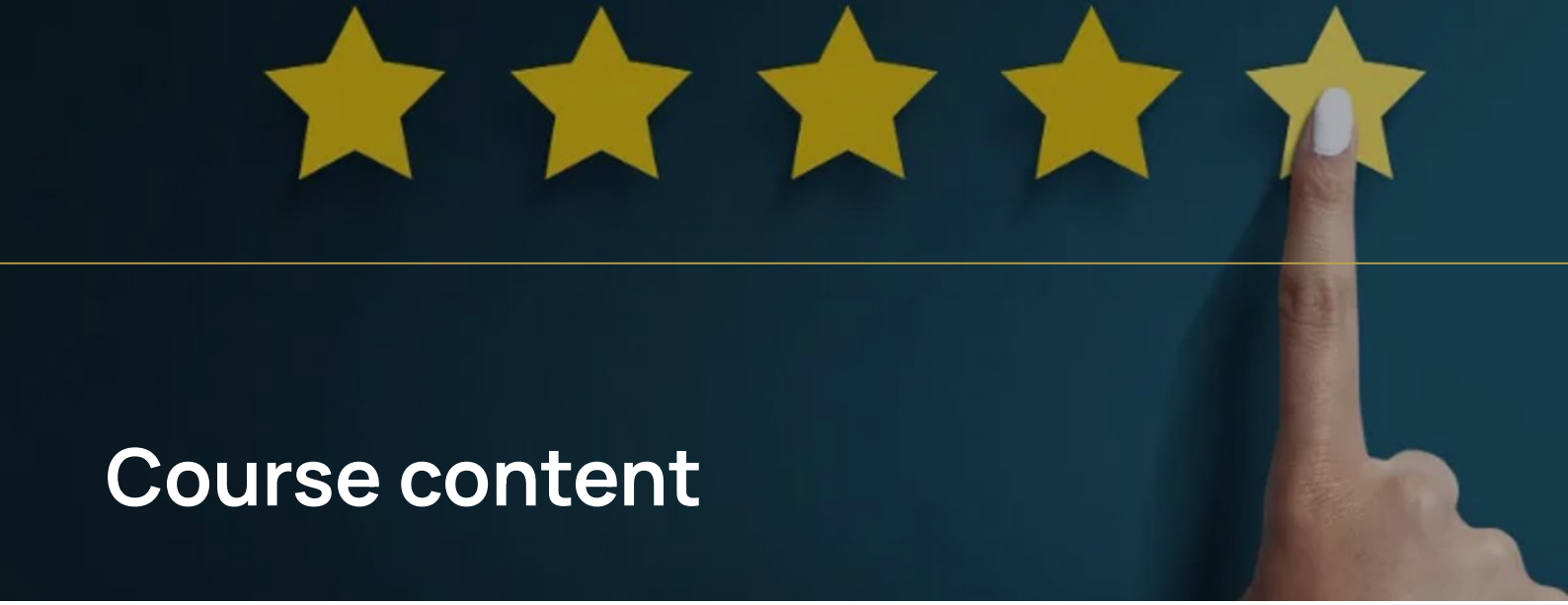
Applied activity: Working in teams, participants will assess a fictional service delivery process and propose enhancements based on customer feedback and service design principles. They will present their proposals to the class for critique.
Output: A presentation outlining proposed service improvements and expected outcomes, including implementation steps.

09:00–09:54	Identify service delivery processes that directly impact customer experience and satisfaction.
09:54–10:48	Evaluate current practices against customer expectations and industry standards.
10:48–11:00	Introduce service design thinking principles for effective service improvement.
11:00–11:30	Coffee break
11:30–12:12	Introduce service design thinking principles for effective service improvement. (continued)
12:12–13:06	Develop strategies for training staff on customer engagement and service excellence.
13:06–14:00	Create a framework for measuring service delivery effectiveness and customer satisfaction.

Day 5: Integrating Customer Experience Strategies

Applied activity: Participants will collaborate to create a comprehensive customer experience improvement plan for a fictional organisation, integrating insights from the entire course. They will prepare to present their plan to a mock board of directors.
Output: A strategic customer experience improvement plan ready for presentation to stakeholders, including a timeline and expected outcomes.

09:00–09:54	Synthesize learnings from previous days into a cohesive customer experience strategy.
09:54–10:48	Prioritise initiatives based on customer impact, feasibility, and business goals.
10:48–11:00	Develop a customer experience improvement plan for a fictional company, integrating insights from the entire course.
11:00–11:30	Coffee break
11:30–12:12	Develop a customer experience improvement plan for a fictional company, integrating insights from the entire course. (continued)
12:12–13:06	Communicate strategies effectively to stakeholders, ensuring buy-in and support.
13:06–14:00	Establish metrics for tracking the success of implemented strategies and continuous improvement.



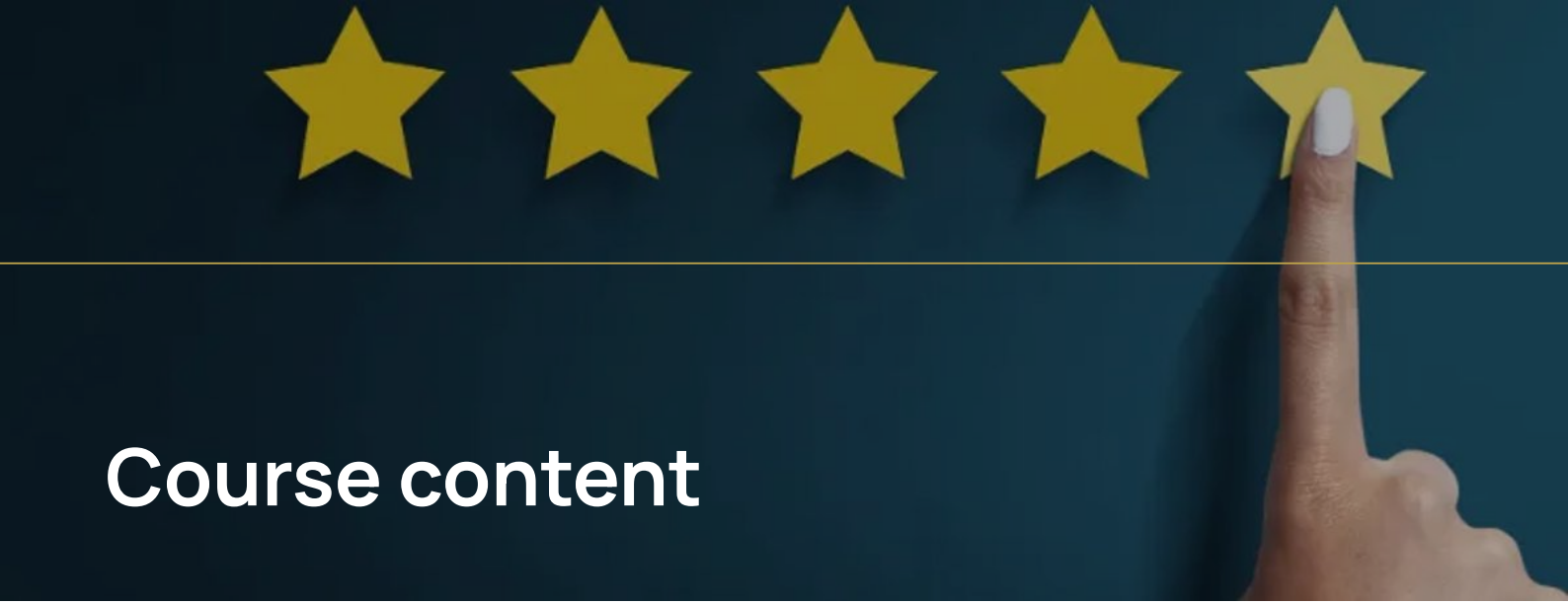
Course content

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

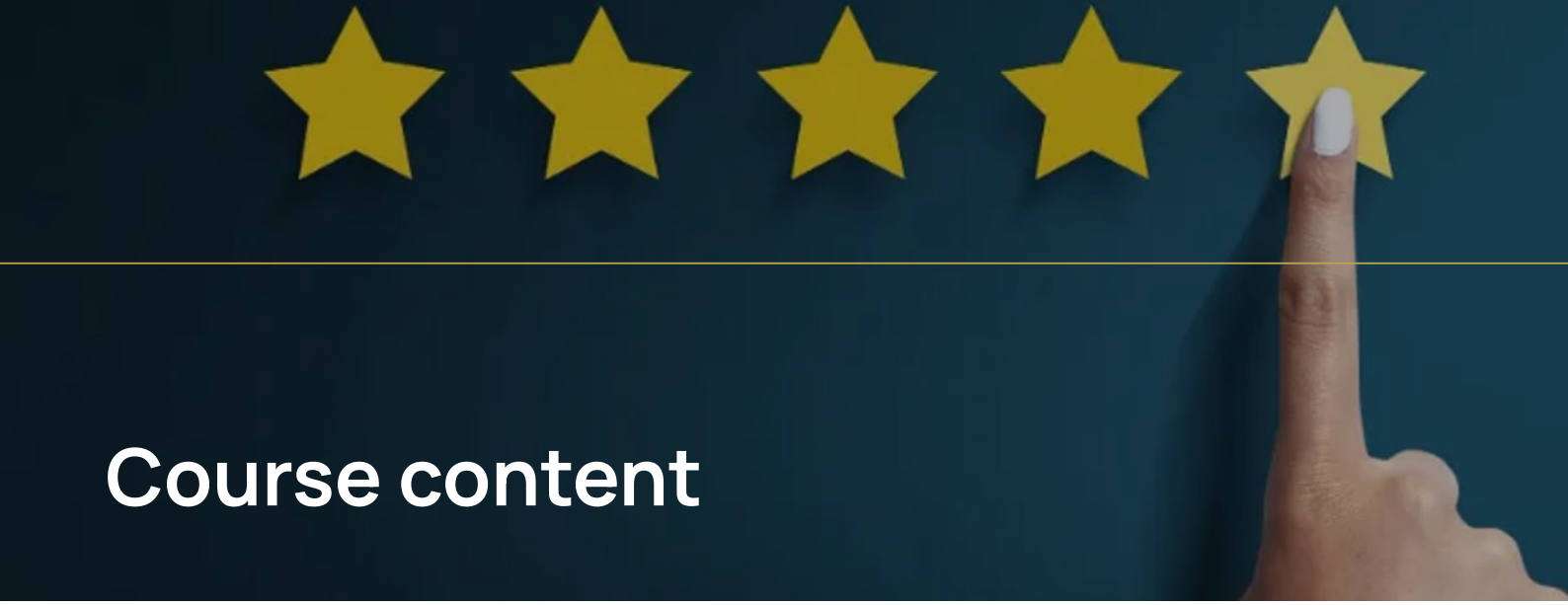
Venue	Start date	End date	Fee (GBP)
Istanbul Confirmed dates	16 Nov 2026	20 Nov 2026	**£2,650.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**£1,250.-**
Amsterdam Confirmed dates	7 Dec 2026	11 Dec 2026	**£2,540.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**£1,250.-**
Singapore Confirmed dates	14 Dec 2026	18 Dec 2026	**£2,820.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**£1,250.-**
London Confirmed dates	4 Jan 2027	8 Jan 2027	**£2,450.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**£1,250.-**



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Dates, venues and fees (continued)

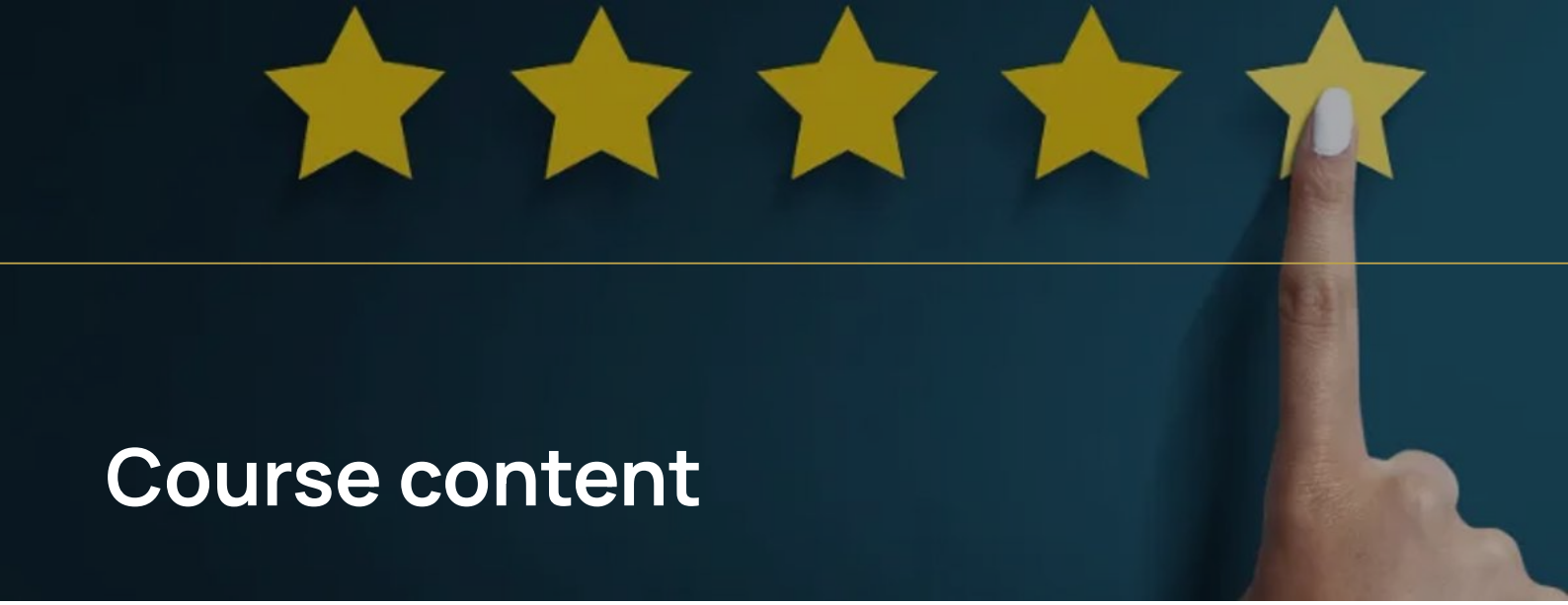
Venue	Start date	End date	Fee (GBP)
Barcelona Confirmed dates	11 Jan 2027	15 Jan 2027	**£2,840.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**£1,250.–**
Dubai Confirmed dates	18 Jan 2027	22 Jan 2027	**£3,150.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**£1,250.–**
Frankfurt Confirmed dates	1 Feb 2027	5 Feb 2027	**£2,650.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	15 Feb 2027	19 Feb 2027	**£1,450.–**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**£1,250.–**
Paris Confirmed dates	1 Mar 2027	5 Mar 2027	**£2,860.–**



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Dates, venues and fees (continued)

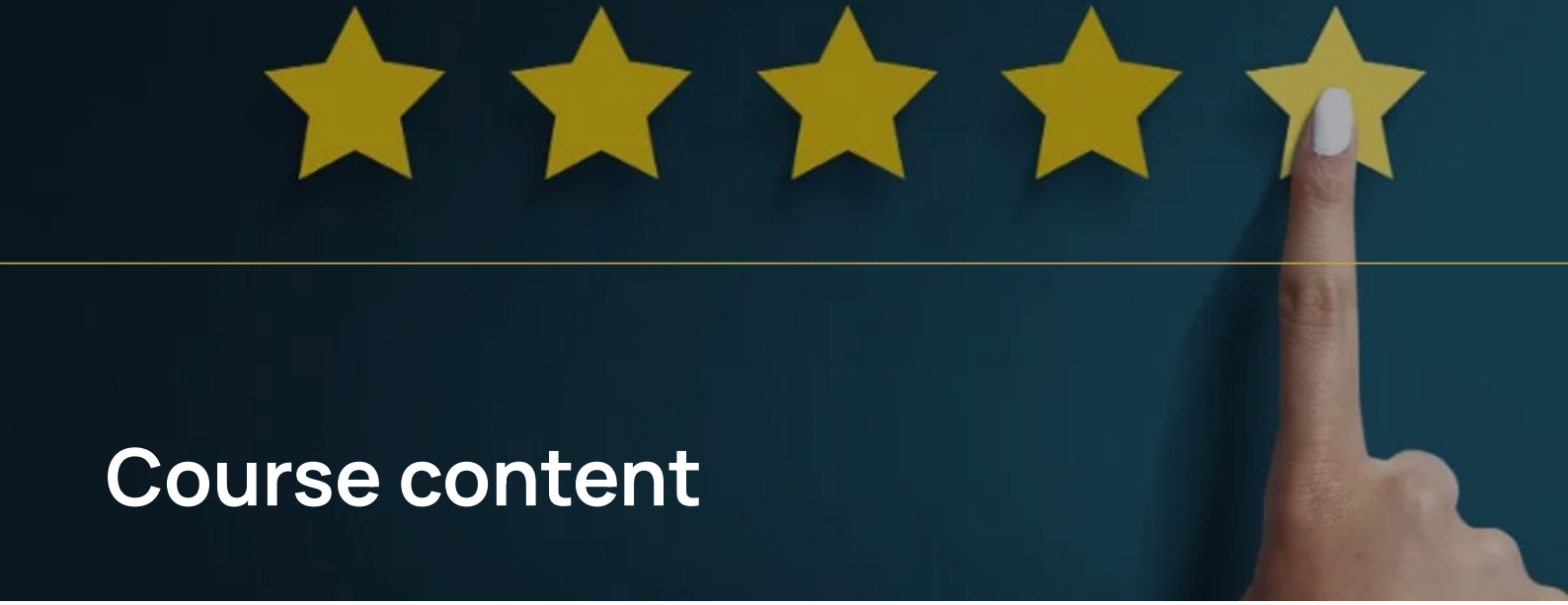
Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**£1,250.-**
Istanbul Confirmed dates	15 Mar 2027	19 Mar 2027	**£2,650.-**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**£1,250.-**
Rome Confirmed dates	22 Mar 2027	26 Mar 2027	**£2,450.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**£1,250.-**
Amsterdam Confirmed dates	5 Apr 2027	9 Apr 2027	**£2,540.-**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**£1,250.-**
Singapore Confirmed dates	19 Apr 2027	23 Apr 2027	**£2,820.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**£1,250.-**



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Dates, venues and fees (continued)

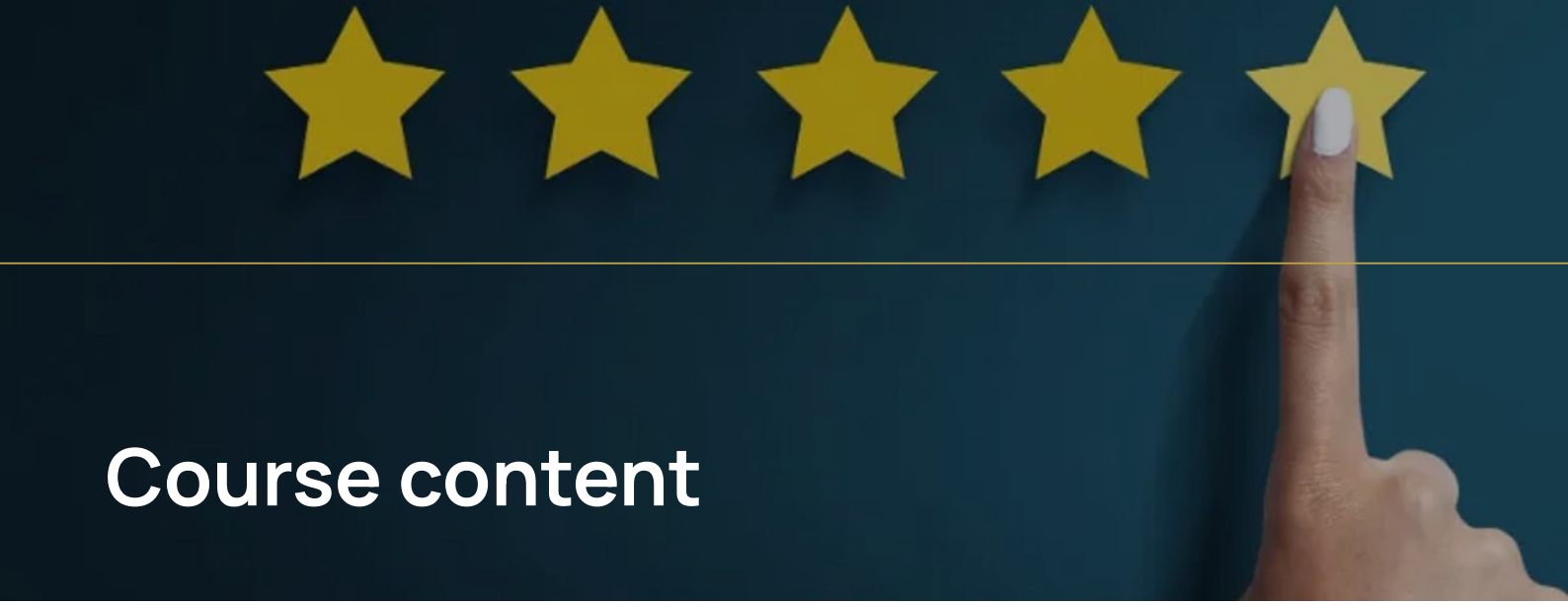
Venue	Start date	End date	Fee (GBP)
London Confirmed dates	3 May 2027	7 May 2027	**£2,450.-**
Online Confirmed dates	3 May 2027	7 May 2027	**£1,250.-**
Dubai Confirmed dates	17 May 2027	21 May 2027	**£3,150.-**
Online Confirmed dates	17 May 2027	21 May 2027	**£1,250.-**
Cape Town Confirmed dates	24 May 2027	28 May 2027	**£1,890.-**
Online Confirmed dates	24 May 2027	28 May 2027	**£1,250.-**
Frankfurt Confirmed dates	7 Jun 2027	11 Jun 2027	**£2,650.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,450.-**



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Dates, venues and fees (continued)

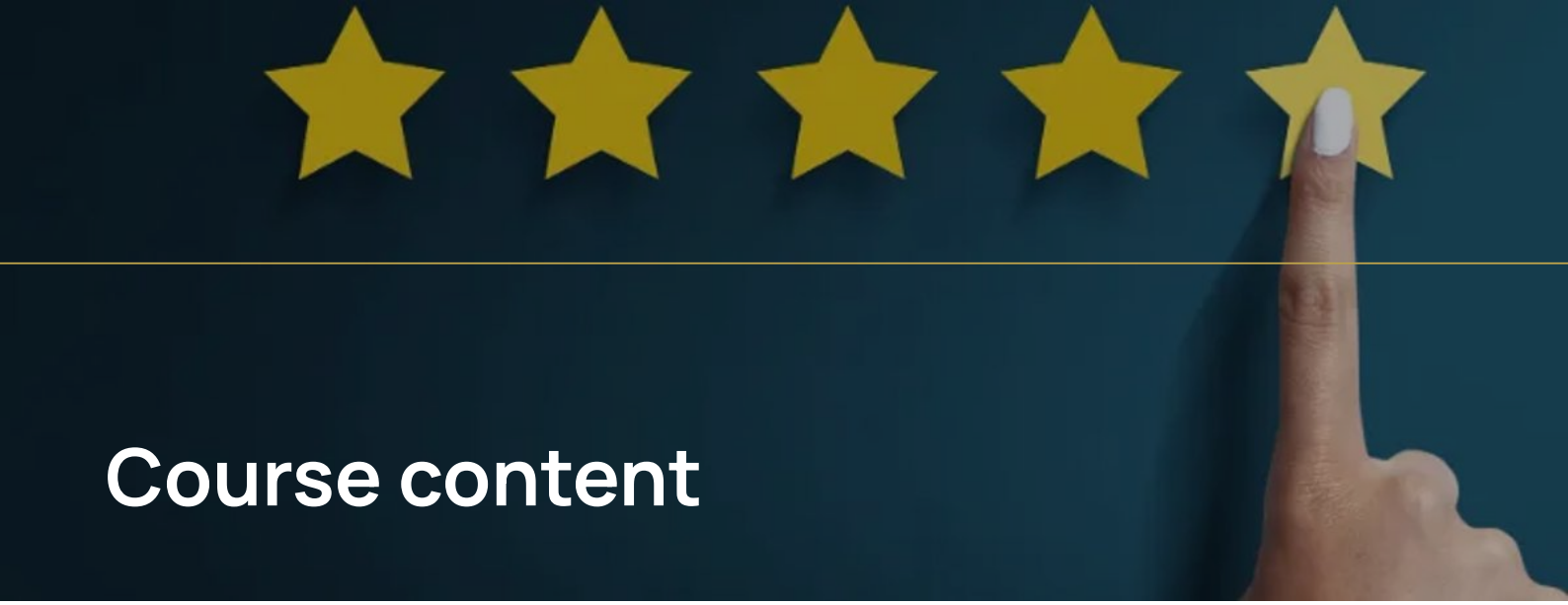
Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,250.-**
Paris Confirmed dates	5 Jul 2027	9 Jul 2027	**£2,860.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**£1,250.-**
Istanbul Confirmed dates	19 Jul 2027	23 Jul 2027	**£2,650.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**£1,250.-**
Rome Confirmed dates	26 Jul 2027	30 Jul 2027	**£2,450.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**£1,250.-**
Amsterdam Confirmed dates	2 Aug 2027	6 Aug 2027	**£2,540.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**£1,250.-**



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Dates, venues and fees (continued)

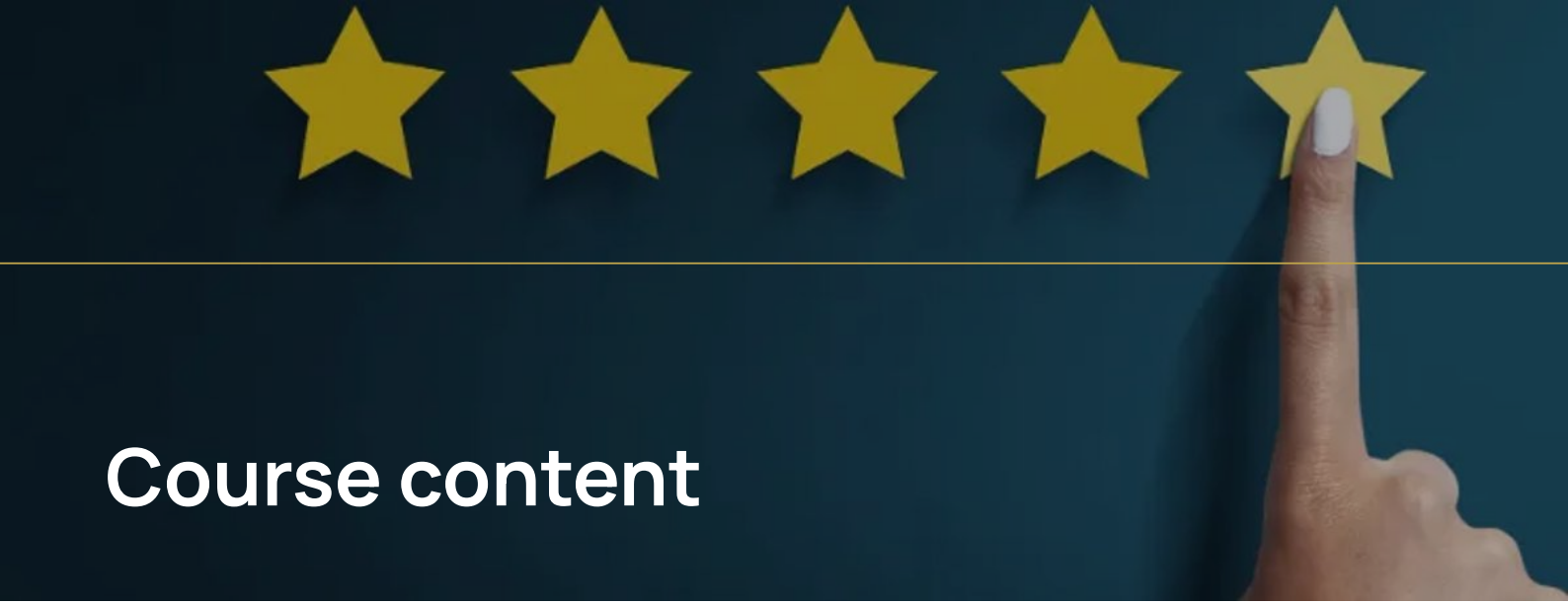
Venue	Start date	End date	Fee (GBP)
Singapore Confirmed dates	16 Aug 2027	20 Aug 2027	**£2,820.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**£1,250.-**
London Confirmed dates	6 Sept 2027	10 Sept 2027	**£2,450.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**£1,250.-**
Vienna Confirmed dates	13 Sept 2027	17 Sept 2027	**£2,940.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**£1,250.-**
Dubai Confirmed dates	20 Sept 2027	24 Sept 2027	**£3,150.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**£1,250.-**
Frankfurt Confirmed dates	4 Oct 2027	8 Oct 2027	**£2,650.-**



Course content

Dates, venues and fees (continued)

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Online Confirmed dates	4 Oct 2027	8 Oct 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	18 Oct 2027	22 Oct 2027	**£1,450.–**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**£1,250.–**
Paris Confirmed dates	1 Nov 2027	5 Nov 2027	**£2,860.–**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**£1,250.–**
Istanbul Confirmed dates	15 Nov 2027	19 Nov 2027	**£2,650.–**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**£1,250.–**
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Dates, venues and fees (continued)

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Amsterdam Confirmed dates	6 Dec 2027	10 Dec 2027	**£2,540.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**£1,250.-**
Singapore Confirmed dates	13 Dec 2027	17 Dec 2027	**£2,820.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**£1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

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