

DIGITAL INNOVATION AND TRANSFORMATION | COURSE BROCHURE

Digital Customer Experience Design

5 days | Classroom training | English

SMART HORIZON

info@smarthorizon.uk
2 Kingdom Street, Paddington
London W2 6BD, United Kingdom

Explore current programmes

https://smarthorizon.uk



Course content

Why attend

Digital channels are now the main way many customers interact with organisations. This course covers designing seamless digital customer experiences, including customer research, journey mapping, service design, UX principles, personalisation, omnichannel integration and measuring digital experience.

Customers compare every digital interaction with the best they have experienced. This course helps you design digital experiences that are easy, useful and engaging.

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 uses journey mapping workshops, UX reviews, prototyping exercises and case studies.

Course objectives

By the end of this course, participants will be able to:
• Understand digital customer expectations and behaviour
• Map digital customer journeys and pain points
• Apply service design and UX principles
• Design omnichannel experiences
• Use data and personalisation responsibly
• Measure and improve digital experience

Target audience

This course is suitable for:
• Digital and e-commerce managers
• Customer experience professionals
• Product managers
• Marketing professionals
• UX and service designers



Course content

Target competencies

Participants will develop competencies in:

- Journey mapping
- Service design
- UX principles
- Omnichannel design
- Personalisation
- Experience measurement

Course outline

Day 1: Digital Customer Expectations

09:00–09:54	Digital behaviour trends
09:54–10:48	Experience as differentiator
10:48–11:00	Customer research
11:00–11:30	**Coffee break**
11:30–12:12	Customer research (continued)
12:12–13:06	Accessibility
13:06–14:00	Exercise: Digital experience audit

Day 2: Journey Mapping

09:00–09:54	Personas
09:54–10:48	Digital journey maps
10:48–11:00	Pain points and moments of truth
11:00–11:30	**Coffee break**
11:30–12:12	Pain points and moments of truth (continued)
12:12–13:06	Prioritising improvements
13:06–14:00	Workshop: Journey map



Course content

Day 3: Designing Experiences

09:00–09:54	UX principles
09:54–10:48	Service blueprints
10:48–11:00	Prototyping
11:00–11:30	**Coffee break**
11:30–12:12	Prototyping (continued)
12:12–13:06	Usability testing
13:06–14:00	Lab: Prototype and test

Day 4: Omnichannel and Personalisation

09:00–09:54	Channel integration
09:54–10:48	Personalisation approaches
10:48–11:00	Data and consent
11:00–11:30	**Coffee break**
11:30–12:12	Data and consent (continued)
12:12–13:06	Self-service and automation
13:06–14:00	Case study: Omnichannel retailer

Day 5: Measurement and Improvement

09:00–09:54	Digital experience metrics
09:54–10:48	Analytics and feedback
10:48–11:00	Experimentation
11:00–11:30	**Coffee break**
11:30–12:12	Experimentation (continued)
12:12–13:06	Governance
13:06–14:00	Capstone: Digital CX plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the



Course content

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)
Dubai Confirmed dates	9 Nov 2026	13 Nov 2026	**£3,150.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**£1,250.–**
Cape Town Confirmed dates	16 Nov 2026	20 Nov 2026	**£1,890.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**£1,250.–**
Frankfurt Confirmed dates	23 Nov 2026	27 Nov 2026	**£2,650.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**£1,250.–**
Kuala Lumpur Confirmed dates	7 Dec 2026	11 Dec 2026	**£1,450.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Paris Confirmed dates	14 Dec 2026	18 Dec 2026	**£2,860.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**£1,250.-**
Istanbul Confirmed dates	11 Jan 2027	15 Jan 2027	**£2,650.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**£1,250.-**
Amsterdam Confirmed dates	25 Jan 2027	29 Jan 2027	**£2,540.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**£1,250.-**
Barcelona Confirmed dates	1 Feb 2027	5 Feb 2027	**£2,840.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**£1,250.-**
Singapore Confirmed dates	8 Feb 2027	12 Feb 2027	**£2,820.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**£1,250.–**
London Confirmed dates	22 Feb 2027	26 Feb 2027	**£2,450.–**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**£1,250.–**
Dubai Confirmed dates	8 Mar 2027	12 Mar 2027	**£3,150.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**£1,250.–**
Frankfurt Confirmed dates	22 Mar 2027	26 Mar 2027	**£2,650.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**£1,250.–**
Rome Confirmed dates	5 Apr 2027	9 Apr 2027	**£2,450.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Kuala Lumpur Confirmed dates	12 Apr 2027	16 Apr 2027	**£1,450.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**£1,250.-**
Paris Confirmed dates	26 Apr 2027	30 Apr 2027	**£2,860.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**£1,250.-**
Istanbul Confirmed dates	10 May 2027	14 May 2027	**£2,650.-**
Online Confirmed dates	10 May 2027	14 May 2027	**£1,250.-**
Amsterdam Confirmed dates	24 May 2027	28 May 2027	**£2,540.-**
Online Confirmed dates	24 May 2027	28 May 2027	**£1,250.-**
Cape Town Confirmed dates	7 Jun 2027	11 Jun 2027	**£1,890.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**£1,250.–**
Singapore Confirmed dates	14 Jun 2027	18 Jun 2027	**£2,820.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**£1,250.–**
London Confirmed dates	21 Jun 2027	25 Jun 2027	**£2,450.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,250.–**
Dubai Confirmed dates	12 Jul 2027	16 Jul 2027	**£3,150.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**£1,250.–**
Frankfurt Confirmed dates	26 Jul 2027	30 Jul 2027	**£2,650.–**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Rome Confirmed dates	2 Aug 2027	6 Aug 2027	**£2,450.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	9 Aug 2027	13 Aug 2027	**£1,450.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**£1,250.-**
Paris Confirmed dates	23 Aug 2027	27 Aug 2027	**£2,860.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**£1,250.-**
Istanbul Confirmed dates	13 Sept 2027	17 Sept 2027	**£2,650.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**£1,250.-**
Amsterdam Confirmed dates	20 Sept 2027	24 Sept 2027	**£2,540.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**£1,250.–**
Vienna Confirmed dates	4 Oct 2027	8 Oct 2027	**£2,940.–**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**£1,250.–**
Singapore Confirmed dates	11 Oct 2027	15 Oct 2027	**£2,820.–**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**£1,250.–**
London Confirmed dates	25 Oct 2027	29 Oct 2027	**£2,450.–**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**£1,250.–**
Dubai Confirmed dates	8 Nov 2027	12 Nov 2027	**£3,150.–**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Frankfurt Confirmed dates	22 Nov 2027	26 Nov 2027	**£2,650.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	6 Dec 2027	10 Dec 2027	**£1,450.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**£1,250.–**
Paris Confirmed dates	13 Dec 2027	17 Dec 2027	**£2,860.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**£1,250.–**



Course content

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.

Contact Smart Horizon

info@smarthorizon.uk
2 Kingdom Street, Paddington
London W2 6BD, United Kingdom

View the latest course details online