



London TDM

# Customer Service and Sales Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 28 June 2026 To 02 July 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

The "Customer Experience (CX) Management" course is designed to equip professionals with the skills and insights needed to enhance customer satisfaction and loyalty. Through a comprehensive exploration of CX principles, this course will enable participants to design, implement, and manage effective customer experience strategies that align with business goals and drive success.

## Objectives

- Understand the fundamentals of customer experience management.
- Learn to develop customer-centric strategies and processes.
- Gain insights into measuring and analyzing customer feedback.
- Explore effective tools and technologies for CX management.
- Foster customer loyalty and advocacy through strategic initiatives.

## Course Outlines

### Day 1: Introduction to Customer Experience Management

- Definition and Importance of Customer Experience
- Key Principles of CX Management
- Identifying Customer Touchpoints
- The Role of Company Culture in CX
- Challenges in CX Management

### Day 2: Designing Customer-Centric Strategies

- Creating a Customer Persona
- Mapping the Customer Journey
- Strategies for Enhancing Customer Engagement
- Aligning CX Strategies with Business Objectives
- Case Studies of Successful CX Strategy Implementations

### Day 3: Measuring and Analyzing Customer Experience

- Methods for Gathering Customer Feedback
- Using Metrics and KPIs for CX Evaluation
- Analyzing Data to Improve CX
- Leveraging Net Promoter Score (NPS)
- Implementing Continuous Improvement Plans

### Day 4: Tools and Technologies for CX Management

- Overview of CX Management Tools
- CRM Systems and Their Role in CX
- Utilizing AI and Automation in CX
- Integrating Omni-channel Experiences
- Choosing the Right Technology for Your Business

## **Day 5: Building Customer Loyalty and Advocacy**

- Strategies for Cultivating Customer Loyalty
- The Role of Personalization in CX
- Developing a Customer Advocacy Program
- Empowering Employees to Enhance CX
- Creating a Long-term CX Vision and Strategy