TRAINING PROGRAMME AGENDA

Customer Experience (CX) Training

A 2-day programme | 16 hours | 4 modules

DAY 1 | 8 HOURS

Diagnostics, Metrics, and Journey Mapping

Module 1: Foundations, KPIs & Mistakes (4 h)
Module 2: The 5-Stage CX Journey (4 h)

DAY 2 | 8 HOURS

Applied Recovery, Strategy, and Digital Integration

Module 3: Best Practices & Case Studies (4 h)
Module 4: AI in CX (4 h)

DAY 1
Diagnostics, Metrics, and Journey Mapping — 8 Hours

MODULE 1
Foundations, KPIs & Mistakes — 4 Hours

1.1	**Defining the CX Benchmark**	Differentiating between standard customer service operations and strategic customer experience management.
1.2	**Measuring Success**	Translating learning outcomes into business language by tracking core KPIs: Customer Satisfaction (CSAT), Net Promoter Score (NPS), Return on Investment (ROI), and Return on Expectations (ROE).
1.3	**Analyzing Executive Failures**	Identifying the most common strategic and frontline mistakes in CX delivery that lead to customer churn.
1.4	**The Empathy Baseline**	Building psychological safety and active listening skills required for frontline teams to manage stress and project vocal empathy.

MODULE 2
The 5-Stage CX Journey — 4 Hours

2.1	**The Modern Customer Journey**	Mapping the end-to-end client touchpoints, expectations, and critical “moments of truth”.
2.2	**Behavioral Journey Mapping**	Training managers to read psychological triggers, emotional drivers, and pain points across every single customer interaction.
2.3	**Consultative Discovery**	Applying needs discovery and value-based positioning to uncover the customer's true requirements.
2.4	**Cross-Functional Alignment**	Ensuring seamless handoffs between departments to maintain a unified brand voice and uninterrupted service delivery.

DAY 2

Applied Recovery, Strategy, and Digital Integration

8 Hours

MODULE 3
Best Practices & Case Studies

4 Hours

3.1	**Service Recovery & Complaint Management**	Utilizing proven frameworks to de-escalate conflicts, handle difficult conversations, and ultimately turn vocal detractors into loyal promoters.
3.2	**Objection Handling & Negotiation**	Converting customer hesitation into commitment through empathy and confident negotiation.
3.3	**Building Long-Term Relationships**	Designing follow-up systems and loyalty loops that drive organic referrals.
3.4	**Live Simulation Lab**	Contextual, real-world scenario testing and recorded role-plays that allow participants to apply de-escalation tactics under simulated workplace pressure.

MODULE 4
AI in CX

4 Hours

4.1	**Customer Support in the AI Era: Build the Foundation**	Understand your customers' needs, support journeys, processes, and service standards. Define the outcomes you want before choosing any AI tools.
4.2	**When Do You Need an AI Agent?**	Identify where AI agents can add value, assess your readiness, and decide which tasks to automate—and when human support is essential.
4.3	**Introduction to Building Your Own AI Agent**	Create your first voice agent by defining its role, writing instructions, and configuring its voice and knowledge. Explore actions and integrations, then test it through a customer conversation.