

Designing Customer Journeys

06 - 10 Apr 2027

Amsterdam - Zuidas business district hotel

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Ref.: 1024_370 **Date:** 06 - 10 Apr 2027 **Location:** Amsterdam - Zuidas business district hotel
Fees: 18500 **SAR**

This five-day programme equips CX practitioners to map, diagnose and redesign end-to-end journeys. Curriculum covers journey mapping technique and evidence gathering, moment-of-truth and pain-point analysis, channel and handover design, service blueprinting behind the front stage, prioritising fixes by impact, and journey performance measurement.

Training Course Categories

Customer Experience & Service Excellence (CX)	Digital & Data Transformation
Environment, Sustainability & ESG	Executive Skills & Corporate Communication
Governance, Risk & Compliance (GRC)	Human Capital Development & Future Skills (HCDP)
Innovation & Corporate Entrepreneurship	Leadership & Organisational Change
Organisational & Operational Excellence	Partnership Building & Third Sector Engagement
Performance Management & Impact Measurement (OKRs/KPIs)	Project, Programme & Portfolio Management (PPM) & PMO

Training Cities

Amsterdam

Netherlands

Barcelona

Spain

Dammam

Saudi Arabia

Dubai

United Arab Emirates

Jeddah

Saudi Arabia

London

United Kingdom

Paris

France

Riyadh

Saudi Arabia