CONCEPT

Advanced Customer Experience Strategy: CX Maturity, Governance and Business Case

28 June – 2 July 2027
Amsterdam - Zuidas business district hotel



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Ref: 1223_7063 **Date:** 28 June – 2 July 2027 **Location:** Amsterdam - Zuidas business district hotel **Fees:** 23500 SAR

Technical depth: Practitioner · **Practical mode:** Case study

Introduction

Most organisations now measure customer experience, yet many CX programmes plateau: survey scores are reported and individual journeys are fixed, but experience never becomes a strategic lever that shapes investment, operating models and retention. This Core Concept course takes CX practitioners beyond measurement to strategy, using service excellence standards and recognised CX frameworks to set priorities, build the economic case and establish governance that lasts. Participants test each method on cases from several sectors and leave with a CX Strategy and 18-month roadmap for their own organisation.

Course Objectives

- Assess CX maturity and current-state performance using customer, operational and financial evidence
- Apply ISO 23592, ISO/TS 24082 and the CXPA CX Framework to structure a CX strategy
- Prioritise journeys and experience attributes with the Kano Model, Jobs to Be Done and value-pain analysis
- Build a CX metrics tree and business case that link customer measures to retention, revenue and cost to serve
- Design CX governance, closed-loop feedback and frontline enablement mechanisms that sustain improvement
- Produce a CX Strategy and 18-month roadmap ready for executive sponsorship

Target Audience

- CX and customer insight managers responsible for experience programmes
- Customer service and contact centre managers accountable for service performance
- Marketing and brand managers who own the customer promise
- Digital channel and product managers responsible for customer-facing journeys
- Quality and business excellence managers running service excellence initiatives
- Strategy and transformation managers integrating CX into operating models

Course Outline

Day 1: CX Strategy Context and Maturity Baseline

- CX Strategy Drivers: Service-Profit Chain and Customer Economics
- CX Maturity Assessment Across Strategy, Governance, Insight, Culture, Technology and Metrics
- ISO 23592 Service Excellence Model: Principles and Elements
- Customer Lifetime Value and Churn Cost Baseline
- Current-State CX Diagnostic from Complaint, Survey and Operational Data

Day 2: CX Frameworks and Standards

- CXPA CX Framework Competency Domains
- ISO/TS 24082 Excellent Service Design Activities
- Kano Model for Prioritising Experience Attributes
- Jobs to Be Done and the Value Proposition Canvas
- ISO 10004 Guidance on Monitoring and Measuring Customer Satisfaction

Day 3: Building the CX Strategy

- CX Vision Statement and Brand Promise Alignment
- Priority Journey Selection Matrix: Value, Pain and Effort
- CX Metrics Tree Linking NPS, CES and CSAT to Operational KPIs
- CX Governance Model: Steering Council, Journey Owners and RACI
- CX Business Case with Retention, Share-of-Wallet and Cost-to-Serve Levers

Day 4: Advanced CX Risks and Optimisation

- Closed-Loop Feedback Design: Inner-Loop and Outer-Loop Actions
- Journey Analytics and Predictive Churn Signals
- Complaint Insight Integration Using ISO 10002 Root Cause Categories
- CX Programme Failure Patterns: Survey Fatigue, Metric Gaming and Siloed Ownership
- Employee Experience Linkage and Frontline Empowerment Design

Day 5: Case Work and the CX Strategy and Roadmap

- Telecommunications Operator Case: Rebuilding a Stalled CX Programme
- Healthcare Provider Case: Prioritising Journeys Under Budget Constraints
- CX Maturity Scorecard for the Participant's Organisation
- CX Strategy and 18-Month Roadmap Drafting
- Executive Steering Committee Pitch and Peer Challenge

Skills You Will Gain

- CX Maturity Assessment
- Journey Prioritisation
- CX Metrics Design
- CX Business Case Development
- CX Governance Design
- Closed-Loop Feedback Management
- Service Excellence Benchmarking
- Customer Economics Analysis

Why Attend This Course

- Return with a CX Strategy and 18-month roadmap for your own organisation, already tested before a mock steering committee
- Move CX discussions from survey scores to the retention, revenue and cost figures that executives act on
- Recognise why mature CX programmes stall and redesign governance before investment is lost
- Exchange approaches with CX leaders from telecommunications, healthcare, government, banking and retail

Conclusion

Customer experience becomes a source of advantage only when it is managed as a strategy with clear priorities, economics and ownership. This course moves from assessing maturity and customer economics, through service excellence standards and prioritisation frameworks, to metrics, business cases and governance, and on to the failure patterns that stall mature programmes. The final day turns this material into a CX Strategy and 18-month roadmap that participants take back to their sponsors, ready for executive decision.