BLACKBIRD FOR TRAINING

Customer-Centric Digital Transformation

1 – 5 June 2027
Istanbul (Turkey)



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Introduction

The Customer-Centric Digital Transformation course focuses on improving the way programs, services, and internal initiatives are designed around customer needs, experience, and measurable value. Digital transformation is not only about adopting new systems or automating processes. Its real impact appears when technology, people, data, and service design work together to create better customer outcomes.

This three-day program helps participants strengthen customer-centric thinking while managing digital initiatives, service improvements, and transformation priorities. It focuses on understanding customer expectations, identifying friction points, improving service journeys, and ensuring that transformation projects are not driven by technology alone but by real customer value.

The course follows a practical sequence. It begins with customer-centric thinking and digital transformation alignment, then moves into journey improvement and program execution, and ends with measurement, stakeholder alignment, and continuous improvement. The content is built around the course title Customer-Centric Digital Transformation and the required focus on strengthening customer-centric thinking.

Course Objectives

By the end of this course, participants will be able to:

- Understand the role of customer-centric thinking in digital transformation.
- Connect transformation initiatives with customer needs and service outcomes.
- Identify gaps between internal processes and customer expectations.
- Analyze customer journeys to detect friction, delay, duplication, or service inconsistency.
- Prioritize digital improvements based on customer value and business impact.
- Translate customer insights into practical program actions.
- Improve collaboration between business, technology, operations, and customer-facing teams.
- Manage transformation initiatives with a stronger focus on adoption and experience.
- Use customer feedback and performance indicators to evaluate improvement.
- Build clearer communication around digital change and service improvement.
- Reduce transformation efforts that do not create visible customer value.
- Develop a practical roadmap for customer-centered digital improvement.



Course Outlines

Day 1: Customer-Centric Thinking in Digital Transformation.

- Understanding digital transformation from the customer's point of view.
- Differentiating between technology implementation and customer value creation.
- Identifying how customer expectations are changing across digital and service channels.
- Linking transformation programs with customer experience, efficiency, and trust.
- Reading customer pain points through service feedback, complaints, delays, and repeated issues.
- Understanding how internal processes affect the external customer experience.
- Building a customer-centered mindset across program planning and execution.
- Practical activity on reviewing a digital initiative and identifying its customer value.

Day 2: Customer Journey Improvement and Program Execution.

- Mapping the customer journey across key touchpoints and service stages.
- Identifying friction points, process gaps, handover delays, and unclear ownership.
- Prioritizing improvement opportunities based on impact, urgency, and feasibility.
- Translating customer needs into digital requirements and service actions.
- Aligning teams around customer outcomes rather than internal activity only.
- Managing dependencies between departments during digital transformation initiatives.
- Improving communication with stakeholders during service and digital changes.
- Workshop on redesigning a customer journey and building an improvement action plan.

Day 3: Measuring Impact and Sustaining Customer-Centered Change.

- Defining indicators for customer experience, adoption, response time, and service quality.
- Using customer feedback to validate whether digital improvements are working.
- Monitoring transformation progress through customer-focused reporting.
- Identifying risks that may reduce adoption or weaken customer impact.
- Building review routines to track progress, decisions, issues, and lessons learned.
- Sustaining customer-centric thinking after project delivery.
- Preparing executive updates that connect transformation progress with customer value.
- Final application on building a customer-centric digital transformation roadmap.



Why Attend This Course: Wins & Losses!

- Strengthen customer-centric thinking in digital transformation programs.
- Improve the ability to connect technology initiatives with customer needs.
- Identify customer pain points before designing solutions.
- Improve service journeys through clearer analysis and prioritization.
- Reduce transformation activities that create internal change without customer value.
- Improve collaboration between departments involved in digital initiatives.
- Build better alignment between program execution and customer outcomes.
- Use feedback and indicators to measure improvement more accurately.
- Improve adoption by focusing on real user and customer needs.
- Build clearer transformation updates for management and stakeholders.
- Support service improvement through practical customer journey tools.
- Develop a roadmap that links digital change with measurable customer impact.

Conclusion

The Customer-Centric Digital Transformation course provides a practical framework for designing and managing transformation initiatives around customer value. It helps participants move beyond system implementation and focus on how digital change improves service quality, customer experience, response time, trust, and business outcomes.

Across three days, the program starts by strengthening customer-centric thinking, then moves into customer journey analysis and improvement planning, before ending with impact measurement and transformation sustainability.

The course also supports better collaboration between program teams, operations, technology, and customer-facing functions. It helps ensure that transformation initiatives are guided by real customer needs, supported by clear priorities, and measured through meaningful indicators.

By the end of the course, participants will be better prepared to plan and manage digital transformation initiatives that improve customer experience, increase adoption, and create measurable service value.

