

## Data Analysis for Customer Experience

*Barcelona (Spain)*

*24 - 28 February 2025*

UK Training

**PARTNER**



## Data Analysis for Customer Experience

Code: CC28 From: 24 - 28 February 2025 City: Barcelona (Spain) Fees: 4200 Pound

### Introduction

In today's competitive business landscape, understanding and improving customer experience is essential for success. Data analysis is a powerful tool for uncovering insights that can drive better customer experiences. This 5-day course is designed to equip participants with the knowledge and skills needed to analyze customer data effectively, identify pain points, and make data-driven decisions to enhance customer satisfaction. Through a combination of theory, practical exercises, and case studies, participants will learn how to leverage data analysis techniques to gain a deeper understanding of their customers and improve their overall experience.

### Course Objectives

- Introduce participants to the importance of data analysis in enhancing customer experience.
- Provide a comprehensive understanding of customer data sources and collection methods.
- Equip participants with data analysis techniques for uncovering customer insights.
- Teach participants how to visualize and present data effectively to drive actionable results.
- Enable participants to apply data-driven decision-making to enhance customer satisfaction.
- Foster the ability to measure the impact of customer experience improvements.

### Course Outlines

#### Day 1

##### Introduction to Data Analysis for Customer Experience

- Understanding the Role of Data Analysis in CX
- Overview of Customer Data Sources and Types
- Introduction to Data Analysis Tools and Techniques

#### Day 2

##### Data Collection and Preprocessing

- Effective Data Collection Strategies
- Data Cleaning and Preprocessing Techniques
- Ensuring Data Quality and Consistency

UK Training

**PARTNER**



### Day 3

#### Customer Segmentation and Profiling

- Importance of Customer Segmentation
- Methods for Customer Segmentation
- Creating Customer Profiles for Targeted Marketing

### Day 4

#### Analyzing Customer Journeys

- Mapping Customer Journeys
- Identifying Pain Points and Opportunities
- Applying Data Analysis to Improve Customer Journeys

### Day 5

#### Data Visualization and Reporting

- Visualizing Customer Data for Insights
- Creating Impactful Dashboards and Reports
- Communicating Data-Driven Insights to Stakeholders

A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) on it, set against a background of concentric circles. The text 'UK Training' is positioned above the word 'PARTNER' in a large, bold, black sans-serif font.

UK Training  
**PARTNER**



## Blackbird Training Cities

### Europe



Zurich (Switzerland )



Stockholm (Sweden)



Lyon (France)



Copenhagen (Denmark)



Bordeaux (France)



Annecy (France)



Oslo (Norway)



Edinburgh (UK)



Glasgow (Scotland )



Malaga (Spain)



London (UK)



Istanbul (Turkey)



Amsterdam (Netherlands)  
(Switzerland)



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Manchester (UK)



Milan (Italy)

### USA & Canada



Los Angeles (USA)



Florida (USA)



Online



Boston (USA)



Washington (USA)



Miami(USA)



New York (USA)



Toronto (Canada)



## Blackbird Training Cities

### Asia



Baku (Azerbaijan)



Maldives (Maldives)



Manila (Philippines)



Bali (Indonesia )



Bangkok (Thailand)



Beijing (China)



Moscow (Russia )  
(Malaysia)



Singapore (Singapore )



Sydney (Australia)



Tokyo (Japan)



Dubai (UAE)



Kuala Lumpur



Jakarta (Indonesia)

### Africa



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Marocco)



Nairobi (Kenya)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



## Blackbird Training Clients



UK Training  
**PARTNER**



## Blackbird Training Categories

### Management & Admin

Professional Skills  
Finance, Accounting, Budgeting  
Media & Public Relations  
Project Management  
Human Resources  
Audit & Quality Assurance  
Marketing, Sales, Customer Service  
Secretary & Admin  
Supply Chain & Logistics  
Management & Leadership  
Agile and Refinement

### Technical Courses

Hospital Management  
Public Sector  
Special Workshops  
Oil & Gas Engineering  
Telecom Engineering  
IT & IT Engineering  
Health & Safety  
Law and Contract Management  
Customs & Safety  
Aviation  
C-Suite Training



 International House 185 Tower Bridge  
Road London SE1 2UF United Kingdom

 +44 7401 1773 35  
+44 7480 775526

 [training@blackbird-training.com](mailto:training@blackbird-training.com)

 [www.blackbird-training.com](http://www.blackbird-training.com)

UK Training  
**PARTNER**

