

## Data Analysis for Customer Experience

*Casablanca (Morocco)*

*7 - 11 July 2025*

UK Training

**PARTNER**



## Data Analysis for Customer Experience

Code: CC28 From: 7 - 11 July 2025 City: Casablanca (Morocco) Fees: 3700 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

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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

## Blackbird Training Cities

### Europe



Copenhagen (Denmark)



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



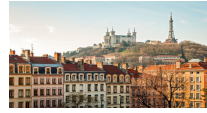
Annecy (France)  
(Montenegro)



Bordeaux (France)



Birmingham (UK)



Lyon (France)



Stockholm (Sweden)



Podgorica



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam (Netherlands)



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



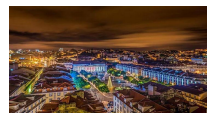
Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Manchester (UK)



Milan (Italy)

### USA & Canada



Los Angeles (USA)



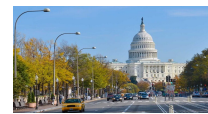
Florida (USA)



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)



Zanzibar (Tanzania)



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

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

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

UK Training  
**PARTNER**

