

Customer Experience Excellence

Kigali (Rwanda)

6 - 10 April 2026

UK Training

PARTNER



Customer Experience Excellence

Code: CC28 From: 6 - 10 April 2026 City: Kigali (Rwanda) Fees: 3300 Pound

Introduction

In today's competitive business world, delivering excellent customer experience is not just a strategy—it's a necessity. Customer experience CX encompasses every interaction a customer has with a company, profoundly influencing customer satisfaction, loyalty, and overall business outcomes.

This 5-day course, "Customer Experience Excellence," is designed to equip participants with the tools and strategies needed to understand, design, and deliver exceptional customer experiences. From exploring the fundamentals of what is customer excellence to mastering the latest techniques to increase customer satisfaction, participants will gain actionable insights into creating meaningful and impactful customer interactions.

Course Objectives

- Introduce the importance of customer satisfaction and the role of CX in driving business success.
- Provide a clear understanding of customer excellence goals and how to achieve them.
- Teach practical methods for designing and delivering excellent customer service experiences.
- Equip participants with tools to measure CX performance through customer survey satisfaction and advanced metrics.
- Foster a customer excellence strategy by embedding a customer-centric mindset within the organization.
- Enable participants to continuously improve CX through innovation and effective feedback mechanisms.

Course Outlines

Day 1: Introduction to Customer Experience CX

- What is customer excellence? Understanding the significance of CX in modern business.
- Exploring the link between excellent customer experience and business success.
- Introduction to customer-centricity and its role in achieving customer excellence goals.

Day 2: Key Components of CX

- Creating a customer journey map: From awareness to advocacy.
- Identifying touchpoints and critical moments of truth.
- Designing seamless experiences to increase customer satisfaction.

Day 3: Strategies for Enhancing CX

- Building a customer excellence strategy that aligns with business objectives.
- Exploring the importance of customer satisfaction in fostering loyalty.
- Utilizing technology and innovation for customer excellence training.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a knight) in gold and silver. The text 'UK Training' is in a small, black sans-serif font, and 'PARTNER' is in a large, bold, black sans-serif font below it.

UK Training
PARTNER

Day 4: Measuring CX and Customer Satisfaction

- Understanding the Voice of the Customer VoC and gathering actionable feedback.
- Measuring success through Net Promoter Score NPS and other key CX metrics.
- Identifying ways to measure and analyze customer survey satisfaction effectively.

Day 5: Continuous Improvement in CX

- Implementing initiatives to maintain customer experience excellence.
- Managing customer complaints and ensuring service recovery.
- Developing a CX roadmap to sustain customer satisfaction goals.

Why Attend this Course: Wins & Losses!

- Clear Understanding of Customer Excellence: Learn what is customer excellence and how to implement it in your organization.
- Enhanced Skills: Gain tools to design, deliver, and measure excellent customer experience.
- Innovative Techniques: Discover ways to improve customer satisfaction and embed a culture of excellence.
- Strategic Alignment: Develop a customer excellence strategy to align CX initiatives with business goals.
- Practical Insights: Leverage real-world examples and case studies to achieve lasting results.

Conclusion

Achieving customer experience excellence is a journey that requires continuous learning, strategic planning, and a commitment to exceeding customer expectations. By enrolling in this course, you'll gain the knowledge, tools, and strategies needed to deliver excellent customer service, improve CX, and foster long-term customer loyalty.

Don't miss this opportunity to transform your approach to customer experience and unlock new levels of success for your business. Enroll today!

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The board is set against a background of concentric circles.

UK Training
PARTNER

Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

ASIA



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)
(Kuwait)



Phuket (Thailand)



Shanghai (China)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City



Seoul (South Korea)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training
PARTNER

Blackbird Training Cities

AFRICA



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients

 MANNAI CORPORATION MANNAI Trading Company WLL, Qatar	 GAC UNE FILIALE D' EGA Alumina Corporation Guinea	 Booking.com Booking.com Netherlands	 OXFAM Oxfam GB International Organization, Yemen	 Capital Markets Authority Kuwait
 Waltersmith Waltersmith Petroman Oil Limited Nigeria	 QNB Qatar National Bank (QNB), Qatar	 Qatar Foundation Qatar	 AFRICAN UNION ADVISORY BOARD ON CORRUPTION Tanzania	 KFAS KFS Kuwait
 Reserve Bank of Malawi Malawi	 Central Bank of Nigeria Nigeria	 Ministry of Interior Kingdom of Saudi Arabia KSA	 Mabruk Oil Company Libya	 Saudi Electricity Company KSA
 BPKH Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia	 NATO Italy	 ENI ENI CORPORATE UNIVERSITY, Italy	 GULF BANK Gulf Bank Kuwait	 General Organization for Social Insurance KSA
 Defence Space Administration Nigeria	 National Industries Group (Holding) Kuwait	 Hamad Medical Corporation Qatar	 USAID Pakistan	 STC STC Solutions, KSA
 North Oil Company North Oil company,	 EKO Electricity EKO Electricity	 OMAN BROADBAND Oman Broadband	 UNITED NATIONS UN.	 Authority for Electricity Regulation, Oman Authority for

UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Entertainment & Leisure
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 Elevation

Technical Courses

Artificial Intelligence (AI)
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

 www.blackbird-training.com

UK Training
PARTNER

