

## Data Analysis for Customer Experience

*Kuala Lumpur (Malaysia)*

*7 - 11 July 2025*

UK Training

**PARTNER**

## Data Analysis for Customer Experience

Code: CC28 From: 7 - 11 July 2025 City: Kuala Lumpur (Malaysia) 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

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### 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



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 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)

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