## Next-Level Customer Experience Management for Telecom Giants

*Dubai (UAE)*

*21 - 25 September 2025*

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# Next-Level Customer Experience Management for Telecom Giants

Code: CC28  From: 21 - 25 September 2025  City: Dubai (UAE)  Fees: 3900  Pound

## Introduction

This course is designed for professionals in the telecom industry who are focused on improving customer experience. It explores advanced strategies to elevate customer satisfaction and loyalty in the telecom sector. Participants will learn how to integrate customer feedback, data analytics, and innovative solutions into service offerings. The course also covers how to manage customer expectations and deliver personalized experiences at scale. By the end of this course, you will have the tools and insights to lead customer experience initiatives that differentiate telecom brands in a competitive market.

## Course Objectives

- Understand the key principles of customer experience CX in the telecom industry.
- Learn how to analyze and use customer data to drive CX strategies.
- Develop skills to create personalized customer experiences at scale.
- Explore tools for managing and measuring customer satisfaction effectively.
- Gain insights into integrating feedback loops into service offerings.
- Master techniques to manage customer expectations and resolve issues quickly.
- Learn how to foster customer loyalty through proactive engagement.
- Understand the role of digital transformation in enhancing CX in telecom.
- Study how to build cross-functional teams that improve customer experiences.
- Learn how to use technology and automation to streamline CX operations.

## Course Outlines

### Day 1: Introduction to Customer Experience CX in Telecom

- Understand the importance of customer experience in the telecom industry.
- Learn how CX impacts customer loyalty and business performance.
- Explore key components of CX: personalization, engagement, and seamless service.
- Study the customer journey and identify critical touchpoints.
- Understand customer segmentation and how to tailor CX strategies for different groups.
- Analyze real-life case studies of successful CX implementations in telecom.

### Day 2: Data-Driven CX Strategy Development

- Learn how to collect and analyze customer data to shape CX strategies.
- Explore tools for measuring customer satisfaction and sentiment.
- Understand the role of customer feedback loops in improving CX.
- Study customer behavior analytics and how to apply them in telecom.
- Develop strategies to personalize services based on customer insights.

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- Learn about customer journey mapping and optimizing touchpoints.

## Day 3: Customer Service Excellence and Issue Resolution

- Explore best practices for managing customer service teams effectively.
- Learn how to train customer service reps to deliver outstanding CX.
- Study proactive issue resolution techniques to prevent customer churn.
- Implement strategies for handling difficult customers and complaints.
- Understand the importance of omnichannel support for seamless service.
- Learn how to leverage technology like AI and chatbots to enhance service delivery.

## Day 4: Digital Transformation and Technology in CX

- Understand the role of digital transformation in shaping CX in telecom.
- Explore the use of automation and AI for improving customer engagement.
- Learn how to integrate digital tools and platforms to enhance the customer experience.
- Study the benefits of self-service options and customer portals.
- Examine the role of big data and predictive analytics in anticipating customer needs.
- Learn how to use CRM systems to streamline CX management.

## Day 5: Building Customer Loyalty and Long-Term Relationships

- Learn how to create programs that drive customer retention and loyalty.
- Understand the importance of building emotional connections with customers.
- Develop strategies to reward and recognize loyal customers.
- Explore cross-functional collaboration between marketing, sales, and customer service teams.
- Learn how to gather continuous feedback and iterate on CX strategies.
- Study successful loyalty programs and retention strategies used by top telecom giants.

## Why Attend This Course: Wins & Losses!

- Gain advanced insights into enhancing customer experience in telecom.
- Learn how to use data-driven strategies to personalize customer interactions.
- Understand how to design customer journeys that foster loyalty and satisfaction.
- Master the skills to resolve customer issues proactively, preventing churn.
- Discover how digital transformation can elevate your CX strategy.
- Build a seamless omnichannel support system for superior service delivery.
- Develop strategies to integrate technology like AI and automation in customer service.
- Improve customer service excellence by training teams to exceed expectations.
- Gain knowledge on creating loyalty programs that drive long-term customer retention.
- Learn how to stay competitive in the evolving telecom industry with exceptional CX.

## Conclusion

By the end of this course, you will have gained the skills and tools necessary to effectively enhance customer experience in the telecom industry. You will be able to apply data-driven strategies, manage teams, and integrate modern technologies to achieve service excellence.

This course will equip you to build customer loyalty, increase satisfaction, and promote sustainable growth for your

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telecom brand in a competitive market.

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