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# Next-Level Customer Experience Management for Telecom Giants

24 – 28 May 2027
Berlin (Germany)



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## Introduction

This course is designed for professionals in the telecom industry who are focused on enhancing customer experience management. It explores advanced customer experience strategies to elevate customer satisfaction and loyalty in the highly competitive telecom sector. Participants will learn how to integrate customer feedback, data analytics, and innovative solutions into service offerings to create great customer experience. 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 the marketplace.

## Course Objectives

- Understand the key principles of customer experience management in the telecom industry.
- Learn how to analyze and use customer data through customer experience analytics to drive CX strategies.
- Develop skills to create personalized customer experiences at scale.
- Explore tools for measuring customer experience and effectively assessing customer satisfaction.
- Gain insights into integrating feedback loops into service offerings.
- Master techniques to manage customer expectations and resolve issues quickly to ensure a good customer experience.
- Learn how to foster customer loyalty through proactive engagement and innovative customer experience services.
- Understand the role of digital transformation in enhancing digital customer experience in telecom.
- Study how to build cross-functional teams that improve customer experiences.
- Learn how to use customer experience automation and technology 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, retention, and business performance.
- Explore key components of CX: personalization, engagement, and seamless service.
- Study the customer journey and identify critical touchpoints that contribute to a great customer experience.
- Understand customer segmentation and how to tailor CX strategies for different groups.
- Analyze real-life case studies of successful CX implementations by telecom giants.



## Day 2: Data-Driven CX Strategy Development

- Learn how to collect and analyze customer data to shape CX strategies.
- Explore tools for measuring customer experience and sentiment, including customer experience analytics.
- 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.
- Learn about customer journey mapping and optimizing touchpoints to improve customer experience.

## Day 3: Customer Service Excellence and Issue Resolution

- Explore best practices for managing customer service teams effectively.
- Learn how to train customer service representatives to deliver outstanding customer experience.
- Study proactive issue resolution techniques to prevent customer churn.
- Implement strategies for handling difficult customers and complaints to ensure a good customer experience.
- Understand the importance of omnichannel support for seamless service.
- Learn how to leverage technology, including 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 to improve customer engagement and satisfaction.
- Learn how to integrate digital tools and platforms to enhance the digital customer experience.
- Study the benefits of self-service options and customer portals for CX improvement.
- Examine the role of big data and predictive analytics in anticipating customer needs.
- Learn how to use CRM systems to streamline CX management solutions.

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

- Learn how to create programs that drive customer retention and loyalty in the telecom industry.
- Understand the importance of building emotional connections with customers to ensure a good customer experience.
- Develop strategies to reward and recognize loyal customers.
- Explore cross-functional collaboration between marketing, sales, and customer service teams to improve CX.
- 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 management in telecom.
- Learn how to use data-driven strategies to personalize customer interactions and improve CX.
- Understand how to design customer journeys that foster loyalty and satisfaction, driving customer experience improvement.
- Master the skills to resolve customer issues proactively, preventing churn and promoting a great customer experience.
- Discover how digital transformation can elevate your CX strategy and customer experience automation.
- 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 and deliver exceptional CX.
- Gain knowledge on creating loyalty programs that drive long-term customer retention and engagement.
- Learn how to stay competitive in the evolving telecom industry by offering exceptional customer experience solutions.

## 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 telecom brand in a competitive market. Whether you aim to develop an effective customer experience strategy or leverage digital tools to streamline CX operations, you will be prepared to lead initiatives that differentiate your telecom brand and provide outstanding customer experiences.**

