



*Training Course:  
Certified customer experience professional*

*12 - 16 August 2024  
Casablanca (Morocco)  
New Hotel*

## Training Course: Certified customer experience professional

Training Course code: RR235049 From: 12 - 16 August 2024 Venue: Casablanca (Morocco) - New Hotel Training Course  
Fees: 4250 € Euro

### Introduction:

The Certified Customer Experience Professional CCXP program is designed to equip individuals with the knowledge and skills required to deliver exceptional customer experience. This program is aimed at professionals who are responsible for customer experience management, including customer service managers, marketing professionals, and business owners. The CCXP program is globally recognized and is awarded by the Customer Experience Professionals Association CXPA.

### Objectives:

The objectives of this training program are to:

- Provide an understanding of the principles and practices of customer experience management
- Equip participants with the skills required to design and implement a customer experience strategy
- Develop participants' ability to measure and analyze customer feedback
- Provide insights into the latest trends and innovations in customer experience management

### Target Audience:

This training program is ideal for:

- Customer service managers and supervisors
- Marketing professionals
- Business owners and entrepreneurs
- Anyone responsible for customer experience management

### Outlines:

Day 1:

Introduction to Customer Experience Management

- Understanding the customer experience
- Key principles of customer experience management
- The benefits of delivering exceptional customer experience

Day 2:

#### Designing a Customer Experience Strategy

- Identifying customer needs and expectations
- Developing a customer-centric culture
- Creating a customer journey map

Day 3:

#### Measuring Customer Feedback

- Understanding customer feedback channels
- Designing effective surveys
- Analyzing and interpreting customer feedback

Day 4:

#### Implementing a Customer Experience Strategy

- Implementing a customer feedback program
- Training employees to deliver exceptional customer experience
- Aligning customer experience with business goals

Day 5:

#### CCXP Exam Preparation and Review

- Overview of the CCXP exam
- Review of the CCXP exam competencies and skills
- Exam preparation tips and strategies
- Practice exam questions and answers

## Registration form on the Training Course: Certified customer experience professional

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
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