



*Training Course:
Leadership and Customer Experience Excellence*

*14 - 18 July 2025
Cape Town (South Africa)
DoubleTree by Hilton Cape Town - Upper Eastside*

Training Course: Leadership and Customer Experience Excellence

Training Course code: LS235916 From: 14 - 18 July 2025 Venue: Cape Town (South Africa) - DoubleTree by Hilton Cape Town - Upper Eastside Training Course Fees: 5950 € Euro

Introduction

In today's competitive landscape, customer experience has become a critical differentiator across industries. At the heart of excellent customer experiences lies effective leadership. This training program is designed to equip leaders and customer-facing managers with the skills and mindset to lead by example, shape organizational culture, and deliver consistently exceptional customer experiences.

Through a blend of strategic insights, practical tools, and interactive sessions, participants will explore how leadership directly impacts customer satisfaction, loyalty, and brand reputation.

Course Objectives

By the end of this program, participants will be able to:

- Understand the connection between leadership behavior and customer experience outcomes.
- Develop leadership capabilities that foster a customer-centric culture.
- Identify key drivers of customer loyalty and satisfaction.
- Design and implement customer experience improvement initiatives.
- Lead teams to consistently deliver high-value interactions at all customer touchpoints.

Target Audience

- Customer Experience Leaders
- Mid- to Senior-Level Managers
- Team Leaders and Supervisors
- Client Relationship Managers
- Department Heads involved in service delivery

Organizational Impact

- Improved customer satisfaction and retention
- Stronger alignment between customer service and organizational goals

- Empowered leadership that drives innovation in service delivery
- Creation of a customer-first organizational culture

Course Outlines

Day 1: The Link Between Leadership and Customer Experience

- Introduction to Customer Experience CX: Definitions and Trends
- The Role of Leadership in Driving CX Transformation
- Emotional Intelligence in Leading Service Teams
- The Business Case for Customer-Centric Leadership
- Workshop: Self-Assessment of Leadership Impact on CX

Day 2: Building a Customer-Centric Culture

- The Psychology of Customer Expectations
- Culture as the Foundation of Customer Loyalty
- Leading with Vision, Values, and Purpose
- Empowering Frontline Teams to Act in the Customer's Interest
- Group Activity: Designing Your Ideal Customer Culture

Day 3: Mapping the Customer Journey with Leadership Insight

- Understanding the End-to-End Customer Journey
- Identifying Critical Touchpoints and Moments of Truth
- Customer Pain Points and Leadership Response
- Leadership Involvement in CX Metrics and KPIs
- Exercise: Journey Mapping and Improvement Planning

Day 4: Coaching Teams for Service Excellence

- Leadership Communication and Feedback Models
- Coaching for Consistent Service Delivery

- Motivating Teams Around Customer Goals
- Handling Conflict and Negative Feedback
- Role Play: Difficult Customer Interactions and Manager Support

Day 5: Strategy, Innovation, and Leadership in CX

- Developing a CX Strategy with Leadership Buy-in
- Using Data and Feedback for Continuous Improvement
- Innovation in Service and Experience Design
- Leading Change and Measuring Impact

Registration form on the Training Course: Leadership and Customer Experience Excellence

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

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