



*Training Course:  
Leadership and Customer Experience Excellence*

*18 - 22 August 2025  
Singapore*

## Training Course: Leadership and Customer Experience Excellence

Training Course code: LS235916 From: 18 - 22 August 2025 Venue: Singapore - 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

### 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  
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Giza, Giza Governorate,  
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