Training Course:
Customer Experience Analytics: Using Data to Improve CX

30 November - 4 December 2025
Istanbul (Turkey)
DoubleTree by Hilton Istanbul Esentepe

Training Course:
Customer Experience Analytics: Using Data to Improve CX

Training Course code: SC235989 From: 30 November - 4 December 2025 Venue: Istanbul (Turkey) - DoubleTree by Hilton Istanbul Esentepe Training Course Fees: 6000 Euro

Introduction:

The Customer Experience Analytics training program, designed by Global Horizon Training Center, empowers professionals with the tools and insights necessary to analyze, measure, and improve customer experience CX using data. As organizations increasingly compete on experience rather than product or price, understanding how to interpret customer data and turn it into actionable improvements is essential.

Training Objectives:

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

- Understand the core concepts of customer experience and its key performance indicators

- Collect and analyze data from multiple touchpoints to evaluate customer satisfaction

- Use customer journey analytics to identify pain points and improvement opportunities

- Apply data-driven strategies to personalize, optimize, and transform customer experiences

- Build dashboards and reports to communicate CX insights to stakeholders

- Link CX improvements to business performance and ROI

Course Methodology:

- Expert-led instruction with real-world examples

- Case studies from leading CX-focused organizations

- Interactive workshops using customer journey mapping tools

- Hands-on data analysis using Excel, Power BI, or CX analytics platforms

- Team-based exercises and simulations

- Daily debriefs, Q&A sessions, and applied group discussions

Organizational Impact:

Organizations investing in this training will benefit through:

- Enhanced ability to turn customer feedback into business growth

- Improved CX strategy driven by accurate data insights

- Increased customer satisfaction, loyalty, and retention

- Greater efficiency in CX operations and reduced service costs

- Better cross-functional alignment on customer-centric goals

- Improved ROI through actionable, measurable CX initiatives

Target Audience:

This course is ideal for:

- Customer experience managers and analysts

- Marketing and digital strategy professionals

- Business intelligence and data analysts

- Customer service and contact center leaders

- UX designers and product managers

- CRM and loyalty program coordinators

- Anyone involved in CX design, measurement, or improvement

Outlines

Day 1: Introduction to Customer Experience CX and Analytics

- Defining customer experience and its role in modern business

- Key metrics: NPS, CSAT, CES, churn rate, CLV

- Introduction to customer experience analytics

- Sources of CX data: surveys, CRM, social media, website/app usage

- Setting CX goals aligned with business objectives

Day 2: Collecting and Interpreting Customer Data

- Data collection methods: structured vs. unstructured data

- Voice of the Customer VoC, Voice of the Employee VoE, Voice of the Market VoM

- Text and sentiment analysis from surveys and social media

- Using web analytics, behavioral data, and heatmaps

- Hands-on session: Analyzing customer feedback data

Day 3: Customer Journey Analytics

- Mapping the customer journey across channels and stages

- Identifying key moments of truth and friction points

- Using journey analytics platforms e.g., Qualtrics, Adobe Experience Platform

- Segmenting customers based on behaviors and personas

- Workshop: Create a journey map and layer relevant KPIs

- Case study: Optimizing a digital onboarding experience

Day 4: Turning Insights into Actions

- Root cause analysis: what's driving customer behavior?

- Predictive analytics and customer lifetime value modeling

- A/B testing and experimentation to improve CX

- Real-time personalization using data triggers

- Workshop: Designing a data-driven CX improvement plan

- Tools overview: Power BI, Tableau, Excel, CXM platforms

Day 5: Measuring Success and Communicating CX Value

- Creating CX dashboards for leadership

- Presenting CX insights: storytelling with data

- Setting up a continuous feedback loop and closed-loop system

- Calculating the ROI of CX initiatives

- Final project: Develop a CX analytics strategy and improvement roadmap

- Review, feedback, and certification

Registration form on the Training Course:
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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): ....
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Telephone / Mobile: ....
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Payment Method

☐ Please find enclosed a cheque made payable to Global Horizon

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