



Customer Experience and Brand Loyalty Design Training Course

16 – 20 August 2027
Milan

Customer Experience and Brand Loyalty Design Training Course

Ref: 683_152212 **Date:** 16 – 20 August 2027 **Location:** Milan **Fees:** 5700 Euro

Overview

Customer Experience and Brand Loyalty Design Training Course is a five-day practitioner course for customer experience managers, brand managers, service leaders, marketing professionals, and service owners who leave with a Brand Loyalty Experience Action Plan. Participants connect brand loyalty to customer experience evidence, experience consistency, emotional and functional value, customer trust signals, service recovery, customer advocacy, and retention evidence. The course solves fragmented loyalty decisions through traceable analysis and coordinated action. Agile Leaders Training Center frames loyalty as an experience outcome that organizations must earn.

Who Should Attend

- Professionals responsible for customer experience design and governance
- Leaders responsible for service standards and experience consistency
- Professionals responsible for brand relationships and customer trust
- Managers responsible for retention evidence and improvement priorities
- Service owners responsible for recovery decisions and customer advocacy

The course assumes participants already influence customer interactions or experience decisions and leaves out general brand management, loyalty program administration, CRM operation, journey mapping alone, and basic customer-service skills.

Departments and Industries

The course supports departments and industries where repeated experiences shape loyalty and advocacy.

- Customer experience, service quality, and client relations
- Marketing, brand management, and commercial operations
- Retail, hospitality, and travel services
- Banking, insurance, and professional services
- Healthcare, telecommunications, and digital services

Learning Objectives

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



- Diagnose customer loyalty drivers using experience evidence
- Analyze consistency across customer interaction channels
- Compare emotional and functional value contributions
- Apply trust signals and service recovery methods
- Evaluate advocacy pathways and retention indicators
- Build a prioritized brand loyalty experience action plan

Course Agenda

Day 1: Loyalty Drivers and Experience Evidence

- Customer Loyalty Driver Map
- Success-Effort-Emotion Evidence Grid
- Attitudinal and Behavioral Loyalty Comparison
- Customer Trust Signal Register
- Loyalty Evidence Baseline

Day 2: Experience Consistency and Value

- Experience Promise Consistency Audit
- Functional and Emotional Value Matrix
- Cross-Channel Experience Variance Log
- Expectation and Delivery Gap Analysis
- Loyalty-Risk Prioritization Grid

Day 3: Trust and Service Recovery

- Trust-Building Interaction Checklist
- Service Failure Impact Assessment
- Recovery-to-Trust Action Sequence
- Recovery Fairness Review Sheet
- Post-Recovery Loyalty Evidence Record

Day 4: Advocacy and Retention Evidence

- Customer Advocacy Pathway Map
- Recommendation Trigger Analysis
- Retention Evidence Dashboard
- Loyalty Outcome Indicator Set
- Experience Improvement Decision Board



Day 5: Brand Loyalty Experience Practice

- Exercise: Diagnose Loyalty Drivers
- Exercise: Audit Experience Consistency
- Exercise: Design a Recovery-to-Trust Response
- Exercise: Evaluate Advocacy and Retention Evidence
- Capstone: Brand Loyalty Experience Action Plan

Practical Exercises

The course uses retail, banking, healthcare, and digital-service scenarios to connect customer evidence with loyalty decisions.

- Suggested activity: map success, effort, emotion, and trust evidence to observable loyalty risks.
- Suggested activity: audit differences between the experience promise and delivery across channels.
- Suggested activity: design a fair recovery response that rebuilds trust after a service failure.
- Suggested activity: select advocacy and retention indicators for an improvement decision board.

FAQs

Who suits customer experience and brand loyalty design training, and what does it assume?

Professionals who influence customer interactions, service standards, brand relationships, or retention decisions suit the training; it assumes practical responsibility for experience decisions rather than prior expertise in loyalty analytics.

How does customer experience and brand loyalty design differ from loyalty program management?

Customer experience and brand loyalty design improves the conditions that earn trust, preference, retention, and advocacy, while loyalty program management administers rewards, points, tiers, and member operations.

Which customer experience signals help diagnose brand loyalty?

Useful signals combine customer success, effort, emotion, trust, consistency, recovery outcomes, recommendation behavior, and retention evidence rather than relying on one measure alone.

How can service recovery protect customer trust and loyalty?

Service recovery can protect trust when the response acknowledges impact, applies fair remedies, communicates clearly, and records post-recovery evidence for follow-up and improvement.



How should customer advocacy and retention evidence guide decisions?

Customer advocacy and retention evidence should be interpreted with experience context, segment patterns, and operational causes, then converted into prioritized decisions with named owners and review measures.

Conclusion

Participants leave with a Brand Loyalty Experience Action Plan containing driver evidence, consistency findings, value priorities, trust signals, recovery actions, advocacy pathways, and retention indicators. The plan converts scattered customer evidence into accountable experience decisions. It helps teams coordinate improvements that support earned loyalty across customer interactions.