



Cross-Functional Customer Experience Operations Practice Training Course

9 – 13 November 2026
Kuala Lumpur

Cross-Functional Customer Experience Operations Practice Training Course

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Overview

Cross-Functional Customer Experience Operations Practice Training Course is a five-day foundation course for customer-experience managers, service journey owners, operations leaders, quality teams, and cross-functional improvement teams who leave with a Cross-Functional Journey Operating Map. Participants connect journey evidence, ownership, handoffs, shared measures, decision forums, and improvement actions across marketing, digital, product, operations, quality, and support functions. Agile Leaders Training Center links cross-functional customer experience with practical operating coordination.

Who Should Attend

- Customer-experience managers coordinating journey improvements
- Service journey owners responsible for end-to-end outcomes
- Operations and quality leaders managing cross-team handoffs
- Marketing, digital, product, and support representatives
- Improvement teams responsible for shared customer measures

The course assumes participants know their function's role in a customer journey and leaves out generic team building, broad leadership development, project delivery methods, and frontline customer service techniques.

Departments and Industries

The course supports departments and industries that coordinate customer journeys across organizational boundaries.

- Customer experience, marketing, digital, product, and service operations
- Quality, process improvement, analytics, and contact centers
- Banking, insurance, telecommunications, and utilities
- Retail, e-commerce, hospitality, and transport
- Healthcare administration, education services, and public-facing operations

Learning Objectives

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



- Analyze cross-functional responsibilities across a customer journey
- Build an end-to-end journey ownership map
- Apply a RACI matrix to customer-experience decisions
- Evaluate handoffs, dependencies, and escalation paths
- Use shared customer-experience measures and review routines
- Prioritize coordinated actions in an improvement plan

Course Agenda

Day 1: Journey Context and Functional Roles

- Customer Journey Scope Canvas
- Experience Stakeholder Ecosystem Map
- Functional Contribution Inventory
- Voice-of-Customer Evidence Matrix
- Journey Outcome Alignment Grid

Day 2: Ownership and Decision Governance

- End-to-End Journey Ownership Map
- Cross-Functional RACI Matrix
- Decision Rights Allocation Table
- Customer Experience Forum Charter
- Issue Escalation Pathway Design

Day 3: Handoffs and Service Dependencies

- Customer Touchpoint Handoff Map
- Frontstage-Backstage Dependency Blueprint
- Service Level Expectation Card
- Handoff Failure Mode Review
- Cross-Team Recovery Agreement

Day 4: Shared Measures and Improvement Control

- Shared Customer Experience Scorecard
- Journey Metric Ownership Register
- Experience-to-Operations Measure Tree
- Cross-Functional Review Cadence
- Improvement Priority Decision Matrix



Day 5: Cross-Functional Customer Experience Practice

- Exercise: Align Functions to Journey Outcomes
- Exercise: Assign Ownership and Decision Rights
- Exercise: Repair a Customer Handoff
- Exercise: Build a Shared Journey Scorecard
- Capstone: Cross-Functional Journey Operating Map

Practical Exercises

The course uses banking, retail, utilities, and healthcare-service scenarios to connect customer evidence with operating coordination.

- Suggested activity: map functional contributions and ownership across an onboarding journey.
- Suggested activity: diagnose a broken handoff and define a recovery agreement with escalation triggers.
- Suggested activity: combine customer and operational measures in a shared journey scorecard.
- Suggested activity: create a coordinated improvement plan with owners, decisions, evidence, and review points.

FAQs

Who suits cross-functional customer experience training, and what does it assume?

Customer-experience, journey, operations, quality, marketing, digital, product, and support teams suit the training; it assumes participants know how their function contributes to a customer journey.

How does cross-functional customer experience training differ from team-building training?

Cross-functional customer experience training organizes ownership, handoffs, shared measures, and decision forums around customer journeys, while team-building training focuses more broadly on interpersonal cooperation and group behavior.

What is cross-functional journey ownership?

Cross-functional journey ownership assigns accountable leaders, contributing functions, decision rights, and review routines to an end-to-end customer journey rather than to one isolated touchpoint.

Why are customer-experience handoff agreements useful?

Customer-experience handoff agreements clarify inputs, outputs, service expectations, escalation triggers, and recovery actions when responsibility moves between functions.



How do shared customer-experience measures support decisions?

Shared customer-experience measures connect customer perceptions with operational results, helping functions review the same evidence, locate dependencies, and agree improvement priorities.

Conclusion

Participants leave with a Cross-Functional Journey Operating Map containing journey scope, functional roles, ownership, decision rights, handoffs, shared measures, review routines, and prioritized actions. The map gives teams one operating reference for customer-experience coordination. It helps functions convert journey evidence into assigned actions and scheduled reviews.