



Customer Experience Excellence Operating Practices Training Course

7 – 11 December 2026
Kuala Lumpur

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Overview

Customer Experience Excellence Operating Practices Training Course is a five-day professional course for customer experience managers, service leaders, journey owners, contact-center supervisors, and improvement teams who leave with a CX Excellence Action System. Participants convert customer insight into an experience promise, service standards, priority journey commitments, ownership, experience measures, observation routines, review meetings, and controlled improvement actions. Agile Leaders Training Center positions customer experience excellence as a repeatable management practice.

Who Should Attend

- Customer experience teams responsible for standards and improvement routines
- Service leaders responsible for consistent delivery across teams
- Journey owners responsible for commitments at priority touchpoints
- Contact-center supervisors responsible for observation and coaching evidence
- Improvement teams responsible for measures, actions, and follow-through

The course assumes participants already manage service teams, journeys, or customer evidence and leaves out detailed journey redesign, complaint operations, brand campaigns, certification preparation, and enterprise culture transformation.

Departments and Industries

The course supports departments and industries that require consistent customer experience standards and measurable improvement routines.

- Customer experience, service quality, operations, and contact centers
- Banking, insurance, telecommunications, and technology services
- Retail, e-commerce, hospitality, and travel
- Healthcare services, education services, and public-facing services
- Utilities, logistics, facilities, and professional services

Learning Objectives

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



- Apply service-excellence principles to operating decisions
- Analyze customer insight for experience commitments
- Build observable service standards and ownership controls
- Evaluate a balanced set of experience measures
- Use observation, coaching, and review routines
- Prioritize controlled customer experience improvements

Course Agenda

Day 1: Experience Excellence Direction

- ISO 23592:2021 Service Excellence Principle Map
- Customer Experience Promise Canvas
- Customer Insight Evidence Ladder
- Priority Journey Commitment Grid
- Experience Excellence Scope Charter

Day 2: Standards and Ownership

- Observable Service Standard Builder
- Customer Need-to-Behavior Matrix
- Touchpoint Ownership Assignment Map
- Cross-Team Handoff Standard
- Service Exception Boundary Guide

Day 3: Measures and Evidence

- Experience Measure Architecture
- Customer Satisfaction Evidence Plan
- Operational and Perception Measure Link
- Measurement Bias and Context Check
- Experience Performance Review Board

Day 4: Operating Improvement Routines

- Service Observation Checklist
- Evidence-Based Coaching Conversation
- Experience Review Meeting Agenda
- Improvement Action Prioritization Matrix
- Owner and Follow-Through Tracker



Day 5: CX Excellence Practice

- Exercise: Convert Insight into an Experience Promise
- Exercise: Define Standards and Touchpoint Ownership
- Exercise: Build an Experience Measure Set
- Exercise: Run a Review and Prioritize Improvements
- Capstone: CX Excellence Action System

Practical Exercises

The course uses banking, retail, healthcare, and logistics cases to connect customer evidence with operating standards and improvement decisions.

- Suggested activity: convert mixed customer feedback into an experience promise and priority commitments.
- Suggested activity: write observable standards for a handoff shared by service and operations teams.
- Suggested activity: compare perception and operational measures before selecting a review set.
- Suggested activity: facilitate an evidence review and assign a controlled improvement action.

FAQs

Who suits customer experience excellence training, and what does it assume?

Customer experience managers, service leaders, journey owners, contact-center supervisors, and improvement teams suit the training; it assumes responsibility for service teams, journeys, or customer evidence.

How does customer experience excellence training differ from customer journey design training?

Customer experience excellence training establishes standards, measures, ownership, observation, and review routines, while journey design training maps current interactions and prototypes future-state journeys.

How does customer insight become a customer experience standard?

Customer insight becomes a standard when a validated need is translated into an observable behavior, decision boundary, owner, evidence source, and review expectation.

What makes a customer experience measure useful?

A useful customer experience measure has a defined decision purpose, data source, context, owner, review frequency, and connection to a service behavior or customer outcome.



How should customer experience improvement actions be managed?

Customer experience improvement actions should be evidence based, prioritized by impact and feasibility, assigned to owners, tested within clear boundaries, and reviewed for learning and follow-through.

Conclusion

Participants leave with a CX Excellence Action System containing promise, insight, standards, ownership, measurement, observation, coaching, review, prioritization, and tracking tools. The system makes experience expectations observable across teams. It also gives managers a practical cadence for evidence-based service improvement.