



Manager-Led Customer Experience Improvement Training Course

1 – 12 November 2026
Bangkok

Manager-Led Customer Experience Improvement Training Course

Ref: 705_153850 **Date:** 1 – 12 November 2026 **Location:** Bangkok **Fees:** 9000 Euro

Overview

Manager-Led Customer Experience Improvement Training Course is a ten-day intermediate course for department managers, service managers, operations managers, customer-facing team leaders, and improvement managers who leave with a Manager CX Operating Playbook. Participants translate customer expectations into departmental commitments, visible workflows, service standards, handoff controls, evidence reviews, coaching routines, and bounded improvement experiments. Agile Leaders Training Center treats manager-led customer experience improvement as daily management work.

Who Should Attend

- Department managers responsible for customer-facing processes and team priorities
- Service managers responsible for standards, handoffs, and performance reviews
- Operations managers responsible for workflow reliability and customer impact
- Team leaders responsible for observation, feedback, and coaching
- Improvement managers responsible for small-scale service changes and follow-through

The course assumes participants already manage a team, workflow, or service result and leaves out enterprise CX strategy, full journey redesign, complaint investigation, sales campaigns, and certification preparation.

Departments and Industries

The course supports departments and industries where managers influence customer outcomes through everyday operating decisions.

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

Learning Objectives

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



- Analyze customer expectations within a departmental service scope
- Build observable service standards and workflow controls
- Apply handoff management to cross-team customer interactions
- Evaluate performance evidence through manager review routines
- Use coaching methods to reinforce service behaviors
- Prioritize bounded experiments for customer experience improvement

Course Agenda

Day 1: Manager CX Scope

- Department Customer Impact Map
- Manager CX Responsibility Charter
- Customer Expectation Evidence Sort
- Service Purpose Alignment Canvas
- Improvement Boundary Definition Guide

Day 2: Departmental Commitments

- Customer Need-to-Commitment Matrix
- Department Experience Promise Builder
- Observable Behavior Translation Method
- Manager Decision Boundary Map
- Team Service Commitment Card

Day 3: Workflow Visibility

- Service Workflow Walkthrough Method
- Frontstage and Backstage Activity Map
- Customer Wait and Effort Log
- Workflow Failure Point Register
- Service Evidence Collection Sheet

Day 4: Service Standards

- Measurable Service Standard Formula
- Standard-to-Evidence Traceability Grid
- Service Exception Rule Card
- Quality Check Sampling Plan
- Standard Ownership Assignment Matrix



Day 5: Handoffs and Coordination

- Cross-Team Handoff Inventory
- Handoff Entry and Exit Criteria
- Information Transfer Checklist
- Handoff Escalation Pathway
- Internal Service Agreement Canvas

Day 6: Manager Evidence Reviews

- Customer Signal Review Board
- Operational Performance Evidence Pack
- Pattern and Outlier Analysis Guide
- Manager Review Meeting Agenda
- Evidence-to-Action Decision Log

Day 7: Observation and Feedback

- Service Behavior Observation Checklist
- Fact-Based Feedback Conversation
- Strength and Improvement Evidence Pair
- Behavior Follow-Up Record
- Observation Calibration Exercise

Day 8: Team Coaching Routines

- Coaching Goal Definition Sheet
- Manager Questioning Sequence
- Practice and Reflection Cycle
- Coaching Cadence Planner
- Team Learning Huddle Format

Day 9: Controlled Improvement

- Customer Friction Prioritization Matrix
- Small-Change Experiment Canvas
- Expected Evidence and Guardrail Set
- Improvement Owner Tracker
- Learning Review and Adaptation Log



Day 10: Manager CX Practice

- Exercise: Set a Department Experience Commitment
- Exercise: Diagnose a Workflow and Handoff
- Exercise: Run an Evidence Review
- Exercise: Coach a Service Behavior
- Capstone: Manager CX Operating Playbook

Practical Exercises

The course uses retail, healthcare, technology services, and logistics cases to connect management routines with customer outcomes.

- Suggested activity: convert mixed customer evidence into one departmental commitment and observable behaviors.
- Suggested activity: trace a cross-team handoff and define entry, exit, information, and escalation controls.
- Suggested activity: conduct a fact-based coaching conversation from observed service behavior.
- Suggested activity: design a bounded improvement experiment with evidence and guardrails.

FAQs

Who suits manager-led customer experience improvement training, and what does it assume?

Department managers, service managers, operations managers, team leaders, and improvement managers suit the training; it assumes responsibility for a team, workflow, or service result.

How does manager-led customer experience improvement differ from enterprise CX strategy?

Manager-led customer experience improvement changes departmental standards, workflows, handoffs, reviews, and coaching, while enterprise CX strategy sets organization-wide direction, governance, and investment priorities.

What makes a service standard useful for managers?

A useful service standard states an observable behavior or result, its scope, evidence source, owner, exception rule, and review expectation.

How should managers review customer experience evidence?

Managers should review customer feedback beside operational evidence, separate patterns from isolated cases, record decisions, assign actions, and follow through at the next review.



How do small improvement experiments support customer experience?

Small improvement experiments support customer experience by testing one bounded change, defining expected evidence and guardrails, assigning an owner, and capturing learning before wider adoption.

Conclusion

Participants leave with a Manager CX Operating Playbook containing commitments, workflow views, standards, handoff controls, evidence reviews, observation records, coaching routines, and improvement experiments. The playbook changes disconnected manager actions into a repeatable operating cadence. It also gives teams a clear basis for reviewing service behavior and customer impact.