



Customer Experience Metrics and KPI Governance Training Course

19 – 23 September 2027
Bangkok

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Overview

Customer Experience Metrics and KPI Governance Training Course is a five-day professional course for experience, service-quality, analytics, and operations teams who leave with a CX Measurement Architecture and Governance Pack. Participants define measurement questions, select perception and operational indicators, design surveys, check data quality, segment results, build dashboards, set targets, interpret patterns, and run action reviews. The course replaces disconnected scores with a governed measurement system. Agile Leaders Training Center treats customer experience measurement as a decision discipline.

Who Should Attend

- Teams responsible for customer-experience measurement and reporting
- Teams responsible for service-quality indicators and improvement evidence
- Teams responsible for customer surveys, feedback data, and analysis
- Teams responsible for journey, channel, and operational performance measures
- Teams responsible for dashboards, targets, KPI ownership, and review meetings

The course assumes participants work with customer or service data and leaves out general KPI strategy, statistical modeling, platform administration, and broad customer-service skills.

Departments and Industries

The course supports departments and industries where customer evidence must guide service and experience decisions.

- Customer experience, service quality, and customer operations functions
- Analytics, insights, performance, and transformation teams
- Marketing, digital channels, contact centers, and product functions
- Financial services, retail, telecommunications, and hospitality organizations
- Healthcare, education, utilities, logistics, and professional services

Learning Objectives

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



- Analyze measurement questions and build a CX metric architecture
- Compare satisfaction, effort, advocacy, retention, and operational indicators
- Apply survey, sampling, data-quality, and segmentation checks
- Build journey, channel, and dashboard measurement views
- Evaluate targets, trends, context, and interpretation risks
- Build KPI ownership, action-review, and governance routines

Course Agenda

Day 1: Measurement Questions and Architecture

- CX Measurement Question Canvas
- ISO 10004:2018 Monitoring Process Map
- Perception and Operational Measure Link
- Metric Definition and Decision Card
- CX Measurement Architecture Blueprint

Day 2: Experience Indicators and Journeys

- Customer Satisfaction Indicator Design
- Customer Effort Measure Interpretation Guide
- Advocacy and Recommendation Signal Map
- Retention and Behavior Indicator Grid
- Journey Milestone Metric Matrix

Day 3: Surveys, Data Quality, and Segmentation

- Survey Purpose and Trigger Design
- Question and Response-Scale Checklist
- Sampling and Response Bias Screen
- Data Quality Validation Rules
- Customer Segment Comparison Table

Day 4: Dashboards, Targets, and Governance

- Journey and Channel Dashboard Wireframe
- Metric Target and Threshold Logic
- Trend and Context Interpretation Guide
- KPI Ownership and Control Matrix
- Customer Evidence Action Review Agenda



Day 5: CX Measurement Practice

- Exercise: Define a Measurement Question and Metric Set
- Exercise: Diagnose Survey and Data-Quality Risks
- Exercise: Build a Journey Dashboard View
- Exercise: Interpret Results and Assign Actions
- Capstone: CX Measurement Architecture and Governance Pack

Practical Exercises

The course uses banking, retail, healthcare, and utility-service cases to practice customer-experience measurement decisions.

- Suggested activity: convert a service problem into measurement questions, metric definitions, and decision uses.
- Suggested activity: review a survey and identify trigger, scale, sampling, bias, and data-quality weaknesses.
- Suggested activity: connect journey and channel measures with operational indicators in a dashboard wireframe.
- Suggested activity: facilitate a results review that separates signal, context, interpretation, owner, and action.

FAQs

Who suits customer experience metrics and KPI governance training, and what does it assume?

Experience, service-quality, analytics, operations, and performance teams suit the training; it assumes routine work with customer feedback, service data, or management measures.

How does customer experience metrics training differ from a general KPI course?

Customer experience metrics training specializes in perception, effort, advocacy, journey, channel, survey, and customer-data measures; general KPI courses address organization-wide performance design.

How should teams combine customer experience metrics?

Teams should combine measures only after defining the decision question, customer moment, data source, calculation, context, owner, and action associated with each indicator.

What makes a customer experience dashboard useful?

A useful dashboard shows a limited measure set, definitions, trends, segments, context, targets, data-quality notes, owners, and decisions without hiding variation behind one score.



Conclusion

Participants take back a CX Measurement Architecture and Governance Pack containing metric definitions, survey checks, journey views, dashboard logic, interpretation guides, ownership, and review routines. The pack replaces isolated customer scores with connected evidence and decision rules. It helps teams interpret results consistently and assign traceable improvement actions.