



Omnichannel Customer Experience Design and Governance Training Course

18 – 22 January 2027
Madrid

Omnichannel Customer Experience Design and Governance Training Course

Ref: 727_155467 **Date:** 18 – 22 January 2027 **Location:** Madrid **Fees:** 5700 Euro

Overview

Omnichannel Customer Experience Design and Governance Training Course is a five-day professional course for CX managers, service leaders, channel owners, contact center managers, and journey designers who leave with an Omnichannel Experience Operating Blueprint. Participants connect channel purpose, customer choice, identity, shared context, handoff rules, service standards, journey orchestration, data governance, measurement, and improvement. The course replaces fragmented channel decisions with coordinated operating controls. Agile Leaders Training Center develops omnichannel customer experience management capability.

Who Should Attend

- Teams responsible for customer experience strategy and governance
- Teams responsible for digital and assisted service channels
- Teams responsible for contact center and journey operations
- Teams responsible for customer data and interaction continuity
- Teams responsible for service measurement and improvement

The course assumes participants influence customer journeys or channel operations and leaves out software implementation, campaign execution, and basic customer-service skills.

Departments and Industries

The course supports departments and industries where customers move between digital, assisted, and physical touchpoints.

- Customer experience, service design, and digital channels
- Contact centers, operations, and customer data functions
- Banking, insurance, and telecommunications services
- Retail, hospitality, travel, and logistics
- Healthcare, utilities, and professional services

Learning Objectives

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



- Analyze channel roles and customer journey requirements
- Build identity, context, and handoff continuity controls
- Apply shared service standards across touchpoints
- Use journey orchestration and data-governance methods
- Evaluate cross-channel experience measures
- Prioritize omnichannel improvement actions

Course Agenda

Day 1: Omnichannel Experience Foundations

- Multichannel and Omnichannel Distinction Map
- Customer Channel-Choice Evidence Grid
- Touchpoint Purpose and Role Matrix
- End-to-End Journey Boundary Canvas
- Omnichannel Experience Principle Set

Day 2: Context and Channel Transitions

- Customer Identity Resolution Map
- Interaction Context Continuity Checklist
- Cross-Channel Handoff Rulebook
- Service History Visibility Requirement
- Channel Transition Failure Analysis

Day 3: Orchestration and Operating Governance

- Journey Orchestration Decision Flow
- Channel Ownership and Accountability Matrix
- Cross-Functional Service Standard
- Exception and Escalation Routing Guide
- Omnichannel Governance Meeting Cadence

Day 4: Data, Measurement, and Improvement

- Customer Data Permission and Purpose Check
- Cross-Channel Experience Measure Architecture
- Journey-Level Performance Dashboard
- Channel Consistency Observation Plan
- Omnichannel Improvement Backlog



Day 5: Omnichannel Design Practice

- Exercise: Diagnose a Fragmented Journey
- Exercise: Design Context-Preserving Handoffs
- Exercise: Assign Channel Governance Roles
- Exercise: Build a Journey Measurement Set
- Capstone: Omnichannel Experience Operating Blueprint

Practical Exercises

The course uses suggested activities drawn from banking, retail, healthcare, and telecommunications journeys.

- Suggested activity: compare separate channel experiences and identify breaks in identity, context, ownership, and service standards.
- Suggested activity: design a transition from self-service to assisted service without repeating customer information.
- Suggested activity: select journey-level measures that reveal outcomes beyond individual channel performance.
- Suggested activity: prioritize improvements using customer impact, operational feasibility, and dependency evidence.

FAQs

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

CX managers, service leaders, channel owners, contact center managers, and journey designers suit the training; it assumes responsibility for customer journeys, channels, data, or operating decisions.

How does omnichannel customer experience differ from multichannel service?

Omnichannel customer experience connects channels through shared identity, context, standards, ownership, and measurement, while multichannel service may offer several channels that operate independently.

What makes an omnichannel customer journey consistent?

A consistent journey preserves customer context, applies aligned service standards, routes ownership clearly, supports appropriate channel choice, and measures the end-to-end outcome rather than isolated interactions.

How should omnichannel customer experience be measured?

Measurement should combine journey outcomes, customer effort, transition success, repeat contact, resolution, consistency, and relevant channel-operating evidence.



Conclusion

Participants take back an Omnichannel Experience Operating Blueprint containing channel roles, continuity controls, handoff rules, governance, data checks, measures, and improvement priorities. It changes disconnected channel decisions into coordinated journey management. The blueprint supports connected experiences without prescribing a specific technology platform.