



Customer Experience Excellence - Designing, Delivering & Sustaining Impact

This program equips participants with a comprehensive understanding of modern Customer Experience (CX) as a strategic discipline that goes beyond traditional service delivery to encompass end-to-end experience orchestration across physical, digital, and human touchpoints. Drawing on globally recognized frameworks such as journey mapping, service design thinking, and Voice of Customer systems, the program emphasizes practical, workplace-ready applications. Participants will explore how CX drives business value and customer loyalty while gaining hands-on experience in analyzing customer interactions, identifying improvement opportunities, and designing impactful solutions tailored to real organizational contexts.

Learning Outcomes

- Define key Customer Experience concepts and frameworks
- Explain the relationship between CX, business value, and customer loyalty
- Apply customer journey mapping to identify pain points and opportunities
- Analyze customer feedback and behavioural data to derive insights
- Evaluate existing customer touchpoints against CX best practices
- Design an improved customer experience solution for a real business scenario
- Demonstrate effective communication techniques across in-person, phone, and digital channels
- Develop an actionable CX improvement plan aligned with organizational goals



**Trainer
Cheryll Anne
Anthony Dass**

Cheryll brings over nine years of corporate experience in Learning & Development, having worked across multinational and international organizations. She has developed strong expertise in end-to-end L&D processes, from needs analysis and program design to execution and evaluation, consistently aligning learning strategies with business goals to deliver measurable impact. In the past two years, she has expanded her portfolio as a freelance trainer, partnering with clients across diverse industries. This experience has strengthened her adaptability and enhanced her ability to design and deliver learner-centric solutions tailored to different organizational contexts. Passionate about people development, Cheryll focuses on Leadership, Personal Development, and Learning & Development. She remains highly relevant in today's evolving training landscape by combining structured corporate rigor with agility, customization, and a human-centered approach to create meaningful and impactful learning experiences.

→ Modules

- Module 1: CX Foundations & Business Impact
- Module 2: Customer Psychology & Behaviour
- Module 3: Customer Journey Mapping (CJM)
- Module 4: Voice of Customer (VoC) & Insights
- Module 5: Designing Better Experiences
- Module 6: Omnichannel CX Delivery
- Module 7: Service Recovery & CX Metrics
- Module 8: Action Planning & Presentation

BOOK IN A QUICK CALL

+6019 572 0449



enquiry@knowledge-evo.com



www.knowledge-evo.com

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1. Overview:

This program equips participants with a comprehensive understanding of modern Customer Experience (CX) as a strategic discipline that goes beyond traditional service delivery to encompass end-to-end experience orchestration across physical, digital, and human touchpoints. Drawing on globally recognized frameworks such as journey mapping, service design thinking, and Voice of Customer systems, the program emphasizes practical, workplace-ready applications. Participants will explore how CX drives business value and customer loyalty while gaining hands-on experience in analyzing customer interactions, identifying improvement opportunities, and designing impactful solutions tailored to real organizational contexts.

2. Learning Outcomes:

Upon completion of this one-day training program, participants will be able to:

- Define key Customer Experience concepts and frameworks
- Explain the relationship between CX, business value, and customer loyalty
- Apply customer journey mapping to identify pain points and opportunities
- Analyze customer feedback and behavioural data to derive insights
- Evaluate existing customer touchpoints against CX best practices
- Design an improved customer experience solution for a real business scenario
- Demonstrate effective communication techniques across in-person, phone, and digital channels
- Develop an actionable CX improvement plan aligned with organizational goals

3. Target Audience:

- Administrative employees, Executive, Supervisors, Team Leader, Section Head

4. Location:

- Petaling Jaya, Selangor

5. Course Outline:

DAY ONE

9:00am – 10:30am

Module 1: CX Foundations & Business Impact

- What is CX vs Customer Service
- CX maturity models
- Impact on revenue, retention, brand
- Activity: Case Study Analysis (regional + global brands), Group discussion: “Why CX fails in organizations”

10:30am – 11:00am Coffee Break

11:00am – 1:00pm

Module 2: Customer Psychology & Behaviour

- Customer expectations in digital era
- Moments of Truth
- Behavioral economics in CX
- Activity: Empathy Mapping Workshop, Persona creation using real scenarios

1:00pm – 2:00pm Lunch Break

2:00pm – 3.30pm

Module 3: Customer Journey Mapping (CJM)

- End-to-end journey mapping
- Identifying pain points & “wow” moments
- Activity (Hands-on): Teams create a current-state journey map, Use sticky notes / digital whiteboards (Miro)

3:30pm – 4:00pm Coffee Breaks

4:00pm – 5.00pm

Module 4: Voice of Customer (VoC) & Insights

- NPS, CSAT, CES explained
- Using qualitative & quantitative data
- Activity: Data interpretation exercise (mock dashboard), Identify top 3 improvement priorities

DAY TWO

9:00am – 10:30am Module 5: Designing Better Experiences

- Ideation techniques
- Service blueprinting
- Quick prototyping
- Activity: Teams redesign their Day 1 journey, Create future-state experience

10:30am – 11:00am Coffee Break

11:00am – 1:00pm Module 6: Omnichannel CX Delivery

- In-person vs phone vs chat vs digital CX
- Tone, responsiveness, personalization
- Activity: CX Simulation Lab (Modern Approach): Chat response design (AI-assisted scenarios), Call handling simulation (decision-based), In-person service recovery scenario

1:00pm – 2:00pm Lunch Break

2:00pm – 3.30pm Module 7: Service Recovery & CX Metrics

- Service recovery frameworks (LEARN, HEARD models)
- Measuring CX success
- Activity: “Service Recovery Challenge”, Teams respond to real complaint scenarios (multi-channel)

3:30pm – 4:00pm Coffee Breaks

4:00pm – 5.00pm Module 8: Action Planning & Presentation

- Activity: Each team presents: Key CX issue, Proposed solution, Expected impact
- Deliverable: 30-60-90 Day CX Action Plan

6. Certificate:

- Participants will be issued a Certificate of Attendance/Accomplishment upon successful completion of this training program

7. Registration Method:

- Online: <https://knowledge-evo.com/index.php/events2/>
- Contact our office: +6019 572 0449 or Email: enquiry@knowledge-evo.com

8. Course Fee & HRD Corp Claimable:

- RM1800 per pax (inclusive of 8% SST)
- HRD Corp Claimable - Yes
- 5% Group discount is available - min 3 pax.

9. Training Date:

- 8 & 9 June 2026 (9am - 5pm with 2 Coffee Breaks and 1 Lunch included)
- 15 & 16 July 2026 (9am - 5pm with 2 Coffee Breaks and 1 Lunch included)
- 10 & 11 August 2026 (9am - 5pm with 2 Coffee Breaks and 1 Lunch included)

REGISTRATION FORM

Program Name			
Company Name			
Address:			
Tel & Extension No (if any):		Email:	
Participant Name #1			
Designation:		Email:	
Participant Name #2			
Designation:		Email:	
Participant Name #3			
Designation:		Email:	

The JD14 Form/ Invoice should be directed to Mr/ Ms (Dept):

Name of Authorizing Manager:			
Tel & Extension No (if any):		Email:	
Designation:		Department:	
Signature:	Company Stamp:		

Please make your cheque payable to: Knowledge Evolution Sdn Bhd | MAYBANK 5123-5231-7482

*Please indicate the invoice number in the reference section for online transfers and send the bank in slip receipt to WhatsApps +6019 572 0449 or email: enquiry@knowledge-evo.com

NOTE:

1. Date & venue of seminar subject to change.
2. Payment must be made 14 days before the training date.
3. Registration cancelled 14 days prior to the event is subject to RM100 service charge per participant.
4. No refunds for notice received less than 14 days prior to the event. A substitution may be made at any time at no extra charge.
5. Program content may change subject to revision by our consultants from time to time.
6. Full fee is required with your registration. 5% Group discount is available - min 3 pax.