Garnet
Garnet Global Training Center

GGT-QE-104

Quality, Excellence & Customer Service

Customer Experience Management

إدارة تجربة العملاء

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (management)**

Overview

Customer Experience Management helps participants move from doing the work to managing it, with planning tools, control methods and reporting that management trusts. Systems and methods that make performance consistent, measurable and better every year. Choose 5 or 10 days, classroom or live online, English or Arabic; organisations can also run it in-house and adapt the examples to their own work.

What you will be able to do

- Set up and run Customer Experience Management as a managed process with clear roles.
- Control risk, quality and compliance in this area.
- Lead improvement projects and measure their benefit.
- Report clearly to senior management and stakeholders.
- Manage contractors, suppliers and internal customers.

Who should attend

Quality and excellence teams, process owners, auditors and customer service leaders. It suits supervisors, section heads and specialists who manage, or are about to manage, this area.

Key topics

- Process mapping and standard work
- Measurement and statistical tools
- Audit planning and reporting
- Customer journey and feedback
- Excellence models and self-assessment
- Sustaining improvement

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

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Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Customer Experience Management: the management framework

- Excellence models and self-assessment
- Group discussion and peer review

Day 2 Planning, resources and budgets

- Sustaining improvement
- Process mapping and standard work

Day 3 Performance measurement and control

- Measurement and statistical tools
- Measurement and reporting

Day 4 Risk, compliance and improvement

- Audit planning and reporting
- Hands-on workshop on a workplace challenge

Day 5 Management case study and action plan

- Customer journey and feedback
- Common mistakes and how to avoid them

10-day outline

Day 1 Customer Experience Management: the management framework

- Excellence models and self-assessment
- Group discussion and peer review

Day 2 Planning, resources and budgets

- Sustaining improvement
- Process mapping and standard work

Day 3 Performance measurement and control

- Measurement and statistical tools
- Measurement and reporting

Day 4 Risk, compliance and improvement

- Audit planning and reporting
- Hands-on workshop on a workplace challenge

Day 5 Management case study and action plan

- Customer journey and feedback
- Common mistakes and how to avoid them

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Regional and international case studies

Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice

- Global performance benchmarks
- Checklists and templates to take away

Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
1–5 Feb 2027	5-day online	Live online	Arabic	2,950
5–16 Jul 2027	10-day classroom	Istanbul	English	8,950
3–7 Oct 2027	5-day classroom	Muscat	English	4,750
1–5 Nov 2027	5-day classroom	Dubai	Arabic	4,750
9–13 Jan 2028	5-day classroom	Riyadh	English	4,750
11–15 Jun 2028	5-day classroom	Manama	English	4,750
7–18 Aug 2028	10-day online	Live online	Arabic	5,450
9–20 Oct 2028	10-day classroom	Kuala Lumpur	English	8,950
7–11 Jan 2029	5-day classroom	Amman	English	4,750

Dates	Format	City	Language	Fee (USD)
8–19 Apr 2029	10-day classroom	Cairo	Arabic	8,950
13–17 Aug 2029	5-day online	Live online	Arabic	2,950
15–19 Oct 2029	5-day classroom	Geneva	English	4,750
4–15 Feb 2030	10-day classroom	Dubai	English	8,950
7–11 Jul 2030	5-day classroom	Amman	English	4,750
18–22 Aug 2030	5-day classroom	Riyadh	Arabic	4,750
9–20 Sep 2030	10-day online	Live online	Arabic	5,450

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/