

# Customer Experience and Brand Activation Professional

📅 January 6<sup>th</sup> - 8<sup>th</sup> 2025 | 🕒 9:00 AM-3:00 PM

## Course Summary

Creating exceptional customer experiences requires thoughtful design, planning, and execution. This course covers creating a customer-centric culture, measuring service effectiveness, developing CX strategies, and implementing improvement plans.

### Expected Outcome: Participants will:

- Understand customer experience management
- Develop effective CX strategies
- Measure and improve CX performance
- Create a customer-centric culture

**Course Methodology:** The course includes self-assessments, templates, group exercises, workshops, and videos to help participants design and implement a complete CX program.

## Objectives:

- Define and measure customer service effectiveness
- Manage customer experience to meet changing expectations
- Develop empathy-driven CX strategies
- Analyze and improve CX performance
- Foster a customer-centric culture

## Course Outline:

### Customer Service Effectiveness

- Definitions and customer mindset
- CX improvement barriers and benefits
- Building a service culture
- Measuring effectiveness

### Fundamentals of Customer Experience

- Steps to a great CX program
- Adapting to changing expectations
- Diagnosing CX problems
- Role of empathy and brand proposition

### Deploying Your CX Plan

- Defining customer strategy
- Creating customer and employee personas
- Mapping the customer journey
- Experience design and digital CX

### Measuring and Sustaining CX

- Measuring CX performance
- Turning measurements into action
- Developing a CX dashboard
- Sustaining and improving CX



### Brand Activation and CX

- Definition and importance of brand activation
- Creating engaging brand activation programs
- Metrics and examples of successful campaigns





### Profile of the Facilitator: Mr. George Khayat



**Mr. George Khayat**, a partner at Meirc Training & Consulting, holds a B.Sc. in Management, a Master in Marketing and Communication, and a Global MBA in Digital Business. Certified in various marketing and sales methodologies, he has extensive experience in sales and marketing management with leading companies such as LG and Villeroy & Boch. George has also taught at universities and conducted numerous training programs in Lebanon, focusing on sales skills, customer service, CX, marketing, branding, and negotiation.

**Fees: 7000 SAR**

### Contact & Venue

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