Elevora
Global Training

COURSE BROCHURE

Customer Experience Excellence

Quality & Operational Excellence

Code	Duration	Formats	Language	Certificate
QE-106	**5 or 10 days**	**Classroom, live online, in-house, blended**	**English or Arabic**	**Certificate of completion**

A practical quality and operational excellence course covering customer experience principles, customer journey mapping and voice of the customer. Run as a 5-day core or 10-day extended programme, in 16 cities, live online or in-house, and fully customisable for your team.

About this course

Customer Experience Excellence gives delegates a structured, practical understanding of customer experience principles and customer journey mapping, then builds the skills to apply voice of the customer, service design and CX measurement and NPS in real work. Sessions are led by practitioners with at least 15 years in the field.

Who should attend

Quality managers, auditors, process owners, improvement leads and operations managers.

What you will learn

- Customer experience principles
- Customer journey mapping
- Voice of the customer
- Service design
- CX measurement and NPS

5-day course outline

Day 1	**Customer experience principles**	Concepts, standards and terminology, with a diagnostic exercise to baseline the group.
Day 2	**Customer journey mapping**	Methods and tools explained step by step, with worked examples from real operations.
Day 3	**Voice of the customer**	Hands-on practice in small groups using realistic data, cases and templates.
Day 4	**Service design**	Case studies of successes and failures, and how to apply the lessons in your organisation.
Day 5	**CX measurement and NPS**	Integration exercise, final knowledge check and a personal action plan.

10-day extended programme

Includes the full 5-day outline, plus a second week of applied work:

Day 6	**Applied workshop: Customer experience principles** — Deeper practice with your own data or site examples.
Day 7	**Applied workshop: Customer journey mapping and voice of the customer** — Group exercises that combine methods from week one.
Day 8	**Field case study: Service design** — A detailed industry case worked through from start to finish.
Day 9	**Advanced practice: CX measurement and NPS** — Tools, templates and checklists to take back to work.
Day 10	**Assessed project and presentation** — Each delegate presents an improvement plan and completes the final assessment.

Upcoming classroom dates

More dates, cities and live online sessions on request.

Dates	City	Length	Fee per delegate
16 Nov 2026 to 20 Nov 2026	Dubai	5 days	**$2,450**
21 Dec 2026 to 1 Jan 2027	Dubai	10 days	**$4,450**
3 Jan 2027 to 7 Jan 2027	Cairo	5 days	**$2,450**
7 Feb 2027 to 11 Feb 2027	Cairo	5 days	**$2,450**
21 Mar 2027 to 25 Mar 2027	Cairo	5 days	**$2,450**

Fees per delegate (2026 to 2027)

Format	5 days	10 days
Classroom: Dubai, Istanbul, Cairo, Kuala Lumpur	**$2,450**	**$4,450**
Classroom: London, Europe, Singapore	**$3,450**	**$6,250**
Live online	**$1,450**	**$2,650**
In-house, group of up to 15	**From $12,900**	**From $23,500**

Classroom fees include tuition, materials, lunch and refreshments, and a certificate. 10% group saving for 3 delegates, 15% for 5 or more.

Tailored to your team

Change the level, language, length (1 to 20 days) and format, add topics from other courses or entirely new topics, and include your own case studies, site visits or exam preparation. Build it online for an instant indicative fee.

Register or request an in-house proposal

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