



SALES, MARKETING AND CUSTOMER ENGAGEMENT

Customer Experience Design and Measurement

3 day course

Classroom, online or in-house

Course overview

Customers experience an organisation as one relationship and are served by departments that each optimise their own part, which is why the worst moments happen in the gaps between them. This course covers designing across those gaps. Delegates work through journey mapping from the customer's point of view rather than the process diagram, identifying the moments that disproportionately shape perception, and the pain points created by internal structure. Measurement is covered properly: satisfaction, effort and advocacy measures, what each is useful for, and the sampling and interpretation that keeps a score meaningful. Closing the loop with individual customers follows. Governance and ownership of a journey that crosses departments are addressed. The course closes on prioritising improvements and proving their commercial effect.

What you will learn

- Map a journey from the customer's point of view
- Identify the moments that disproportionately shape perception
- Locate pain points created by internal structure
- Select satisfaction, effort and advocacy measures appropriately
- Sample and interpret scores so they stay meaningful
- Close the loop with individual customers who reported a problem
- Assign ownership across departments and prove commercial effect

Who should attend

- Customer experience and insight staff
- Service and operations managers
- Marketing and digital personnel
- Process improvement teams
- Executives accountable for customer outcomes

Course outline

- 01 One relationship, many departments
- 02 Journey mapping from the customer's view
- 03 Moments that shape perception
- 04 Pain points created by structure
- 05 Satisfaction, effort and advocacy measures
- 06 Sampling and keeping a score meaningful
- 07 Closing the loop with customers
- 08 Cross department ownership and commercial proof

Upcoming dates

Dates	Venue	Format	Fee per delegate
28 to 30 October 2026	Online	Online	R6,500
14 to 16 December 2026	Mbabane, Eswatini	Classroom	R14,950
3 to 5 February 2027	Cape Town, South Africa	Classroom	R14,950
17 to 19 March 2027	Lusaka, Zambia	Classroom	USD 995



Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriscience.co.za, or WhatsApp us on **+27 63 479 1136**.

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