MASTER CLASS

TOPIC:

THE CUSTOMER EXPERIENCE MASTERCLASS

This course qualifies you to become a Certified Customer Centricity Expert(CCCX)

IN PARTNERSHIP WITH

Customer Institute

22ND - 24TH FEBRUARY 2027

COST: MEMBERS: 98,600

NON - MEMBERS: 110,200

VAT INCLUSIVE

VENUE: NAIROBI

1. TARGET GROUP

The Customer Experience Masterclass with Stefan Osthaus is a high-caliber management education event with one of the industry's top thought leaders. The event is ideal for

- **Executives** needing to understand the elements of a CX strategy
- **Heads of Marketing or Customer Service** who want to initiate or improve the CX program driven by their function
- **Customer Experience practitioners** who need to learn or expand the skills required for their jobs.



Expert knowledge with implementation guarantee – now you can finally learn the basics of Customer Experience and implement them right on schedule for your own company!



The CX Masterclass with Stefan Osthaus is aimed at those who want to further develop their knowledge about best practice disciplines, tools, techniques, and methods in the field of customer experience that are used around the globe. All participants of the CX Masterclass can create their own personal development plan and apply the acquired knowledge immediately in their organization!

This course is certified by the Customer Institute and qualifies participants to become a Certified Customer Centricity Expert (CCCX) upon passing of the final examination at the end of the course. Certification fees are included in the training fee.

3. DURATION

The CX Masterclass with Stefan Osthaus is available as a three-day event – our most comprehensive format, with ample room for case studies, exercises, and open discussion. We offer the CX Masterclass as public events open to individual registrations as well as in-house events exclusive to a particular organization or government entity.

4. AGENDA

During the Customer Experience Masterclass with Stefan Osthaus, we will cover all main aspects of introducing a Customer Experience program in a medium to large organization.



DAY 1

Foundations: Vision, Team, Assessment & Journeys

Step 1 – Set the CX Vision and Strategy

- What is Customer Experience, and why does CX matter now?
- Expectations drive satisfaction – the Inside-Out / Outside-In model
- Customer requirements: effect, emotion, and effort
- Customer centricity as a business strategy – not the only path, but the most sustainable

Group Exercise: How can you win?

Foundations: Vision, Team, Assessment & Journeys

Step 2 – Start a CX Team

- Organizational CX implementation across maturity phases
- Roles & responsibilities and cross-functional ownership
- Evolution of organizational set-ups as the program matures

Foundations: Vision, Team, Assessment & Journeys

Step 3 – Assess the Current Performance

- The CX Maturity Model
- Documenting the status quo: the role of assessments in experience strategies
- The ROI of Customer Experience

Foundations: Vision, Team, Assessment & Journeys

Step 4 – Map and Design the Customer Journey

- The customer journey: from single touchpoints to the end-to-end experience
- Customer Journey Mapping – group exercise: how to build a journey map and what to do with it

Summary and feedback about day 1

DAY 2

Listening, Action, and People

Step 5 – Listen, Analyze, Report, React

- Voice-of-the-Customer programs: how to listen to your customers effectively and efficiently
- Implementation phases based on organizational readiness
- A pragmatic start into your VoC: Exploration
- Exercise: Where could you apply the method of exploration in your business?

Listening, Action, and People

Step 5 – Listen, Analyze, Report, React

- Voice-of-the-Customer programs: how to listen to your customers effectively and efficiently
- Implementation phases based on organizational readiness
- A pragmatic start into your VoC: Exploration

Exercise: Where could you apply the method of exploration in your business?

Listening, Action, and People

Step 6 – Build a SMART Action Plan

- From data to insight to action: how to ensure swift action based on VoC feedback
- Governance: turning findings from the CX program into organizational improvements
- Automation of your VoC program

Listening, Action, and People

Step 7 – Combine CX and EX

- Customer Experience and Employee Experience – two sides of the same coin
- The 4 Ps of Employee Experience
- Voice of the Employee: The Great People Index™

Listening, Action, and People

Step 8 – Enable and Recruit Staff

- Customer Experience is an attitude – not a department!
- Common characteristics of customer-centric brands
- Building a culture that drives superior financial performance
- Top tips to enable culture change

Summary and feedback about day 2

DAY 3

Motivation, Improvement, Impact & the Future	**Step 9 – Motivate and Reward the Right Actions** • Recognizing and rewarding customer-centric behavior • Employee suggestion programs that work
Motivation, Improvement, Impact & the Future	**Step 10 – Continuously Improve** • Closing the loop and embedding continuous improvement • Keeping momentum after the program ends
Motivation, Improvement, Impact & the Future	**Step 11 – Measure and Manage Impact** • How to turn data into insight and into action • Metrics that matter and building the business case for CX
Motivation, Improvement, Impact & the Future	**Step 12 – Agentic Experience Management** • Where experience management is heading: automation and AI-enabled CX • Your roadmap: scaling customer centricity across the organization • Other CX/EX topics per participants' request

Summary and feedback about day 3

Throughout the 3 days: Numerous case studies and group activities

Material: CX Masterclass digital workbook – included in the participation fee

5. SEMINAR ELEMENTS

Beyond the agenda the CX Masterclass with Stefan Osthaus offers a wealth of opportunities to scale-up the knowledge of team members, acquaint leaders with the principles of customer centricity, network with peers from different industries, work on real-life cases, and discuss your organization's individual challenges.



6. CUSTOMER INSTITUTE CERTIFIED

The Customer Institute is an independent not for profit organization. Experts, practitioners, authors, and educators from the field of customer centricity make up the institute's board of directors as well as the much larger group of contributors to their research and tool development.

This training program is certified by the Customer Institute as meeting or exceeding industry best practices in management education. Participants will receive a participation certificate reflecting this Customer Institute certification. Upon passing the final examination at the end of the course, participants can optionally (at no additional cost) earn certification as Certified Customer Centricity Expert (CCCX).
The CCCX certification is valid for three years and turns into a lifetime certification if renewed once within these three years.



FACTS AND FIGURES

Discuss with colleagues and industry contacts on an equal footing after you have learned all the important basics and methods of customer experience in this seminar. Whether you're starting out as a new leader or refreshing and completing as a more experienced team member or executive of the CX team, the seminar teaches the methods and approaches that have proven to be best practices around the globe.

CASE STUDIES AND INDUSTRY BEST PRACTICES

Exposing you to real-life challenges, typical pitfalls, and ways to avoid them, as well as winning models from CX leading organizations from around the globe, our masterclass is hands-on and focused on pragmatic execution. You will be solving the most common challenges and come home with proven approaches to make a CX program sustainable and successful.

NETWORKING AND SOLVING YOUR OWN CHALLENGES

In our seminar you will meet like-minded experts from various institutions. Take advantage of the opportunity to expand your network and get to know contact people for future exchanges of ideas. The seminar will provide enough time to discuss your individual challenges with your CX program and develop effective solutions.



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7. YOUR FACILITATOR

Stefan Osthaus is one of the industry's top thought leaders and consultants. He has been a leader in Fortune 500 companies for more than 15 years and has held global responsibility for the customer experience of 120 million customers as well as the employee experience of tens of thousands of employees. Stefan now helps leading organizations around the globe to combine their Customer and Employee Experience practices and treat them as two sides of the same coin. Stefan is the president of the Customer Institute, a global keynote speaker, and an insightful author.



8. ABOUT THE CUSTOMER INSTITUTE

We are the go-to destination for everyone looking to excel through customer centricity. We develop, promote, and certify best practices. We help let the Global CX Community thrive in their professional development, personal growth, and brand impact. Our Board of Directors is made up of leading global CX thought leaders.

GALLERY











9. ABOUT ICX KENYA

ICX is the authoritative voice of Customer Service in Kenya, fostering excellence and professionalism in customer experience. Join our mission to redefine CX standards across the region. ICX Kenya's objectives are anchored on four key pillars:

- Thought Leadership
- Membership Development
- Advocacy
- Recognition & Awards

REGISTER



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INSTITUTE OF CUSTOMER EXPERIENCE

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