
Digital Customer Experience Strategy

10 – 14 October 2027
Zoom





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Programme Summary

Enterprise interaction models have shifted toward automated interfaces, mobile touchpoints, and intelligent self-service platforms. The Digital Customer Experience Strategy masterclass addresses how enterprises architect frictionless electronic interactions, evaluate user interface performance, and deploy predictive personalisation systems across complex digital ecosystems. Participants master technical journey mapping, user research methodologies, self-service automation, and algorithmic recommendation architectures. This one-week professional development programme is delivered by Mars Training Centre UK.

The Business Case

Organisations relying on disjointed web environments, fragmented mobile apps, and outdated contact interfaces face severe drop-off rates, inflated support overheads, and eroding brand equity. Systematising electronic journey architecture and self-service capabilities drives conversion efficiency, compresses cost-to-serve, and preserves retention across high-volume digital environments.

- **Touchpoint Conversion Velocity:** Eliminates interface friction and cognitive bottlenecks to elevate funnel progression and self-service completion rates.
- **Support Cost Containment:** Deflects repetitive manual queries to automated web portals and intelligent conversational interfaces.
- **Personalisation Precision:** Leverages real-time interaction telemetry and recommendation algorithms to deliver context-aware user journeys.
- **Transformation Roadmap Coherence:** Connects legacy system modernisation with targeted front-end digital capability investment.

Principles and Evidence Base

- **ISO 9241-210:2019:** Provides human-centred design principles and ergonomics benchmarks governing interactive computing environments and digital interfaces.
- **Nielsen Norman Group UX Maturity Model:** Establishes progression stages for institutionalising digital user research, usability testing, and interface design systems.
- **W3C Web Content Accessibility Guidelines WCAG 2.2:** Guides enterprise compliance for accessible, multi-device web and application architecture.
- **ISO/IEC 25010:2023:** Details software product quality requirements and evaluation metrics focused on usability, interface reliability, and interaction performance.



Intended Participants

- Chief Digital Officers, Chief Information Officers, and Vice Presidents of eCommerce overseeing electronic user journeys.
- Heads of Product, Web Experience Managers, and Mobile Channel Owners driving interface performance.
- UX/UI Practice Leads and Interaction Architects establishing cross-platform usability frameworks.
- Transformation Portfolio Managers and Technology Strategists guiding digital channel modernisation.

This syllabus is tailored for cross-functional practitioners operating within financial services, telecommunications, retail platforms, and public-sector digital service delivery.

Learning Outcomes

1. Participants will be able to construct an enterprise Digital Customer Experience Strategy connecting digital touchpoints to measurable operational KPIs.
2. Participants will be able to audit web and mobile applications against ISO 9241-210:2019 usability principles and WCAG 2.2 accessibility standards.
3. Participants will be able to architect intuitive self-service portals and conversational automation workflows that reduce transactional friction.
4. Participants will be able to integrate artificial intelligence recommendation engines and real-time behavioral telemetry into user journeys.
5. Participants will be able to formulate quantitative telemetry frameworks tracking usability metrics, drop-off rates, and interface task completion.
6. Participants will be able to produce an actionable digital transformation roadmap detailing interface modernisation, technical architecture, and release milestones.

Programme Structure

Day 1: Digital Interaction Foundations and Channel Architecture

How do modern enterprises establish cohesive digital interaction architectures across heterogeneous electronic touchpoints?

- Omni-Channel Integration Architecture and User Flow Modeling
- Digital Touchpoint Taxonomy: Web, Native Mobile, and Responsive Portals
- Benchmarking Digital Maturity via the Nielsen Norman Group UX Maturity Model
- Auditing Cross-Channel Inconsistencies and Digital Drop-Off Zones
- Aligning Digital Journey Blueprints with Core Enterprise Systems

Day 2: UX/UI Optimization and Interaction Design Governance

How are user interface heuristics and usability testing deployed to maximise digital engagement?



- Application of ISO 9241-210:2019 Human-Centred Design Principles
- WCAG 2.2 Accessibility Auditing and Universal Design Frameworks
- Quantitative Usability Benchmarking: Task Completion Rate, Time-on-Task, and System Usability Scale
- Conversion Rate Optimization CRO and Multivariate A/B Testing Protocols
- Design System Governance and Scalable Front-End Component Libraries

Day 3: Self-Service Portals and Automated Touchpoint Engineering

How do enterprises engineer self-service ecosystems that resolve user intent without manual friction?

- Self-Service Portal Architecture: Information Architecture and Navigation Hierarchy
- Automated Workflow Design: Onboarding, Account Servicing, and Transactional Resolution
- Conversational Interface Architecture: Natural Language Understanding and Intent Classification
- Integration Patterns: Application Programming Interfaces APIs and Identity Verification Gateways
- Deflection Analytics and First-Contact Digital Resolution Metrics

Day 4: AI Personalisation and Predictive User Telemetry

How are algorithmic recommendation engines and real-time behavioral data leveraged to personalise interfaces?

- Predictive Personalisation Mechanics: Collaborative Filtering and Content-Based Recommendation
- Real-Time Behavioral Telemetry and In-App Event Tracking Pipelines
- Dynamic Content Delivery and Context-Aware UI Micro-Interactions
- Algorithmic Transparency, Data Privacy Governance, and User Consent Protocols
- Evaluating Personalisation Lift: Engagement Depth, Basket Value, and Retention Curves

Day 5: Digital Transformation Roadmaps and Governance Execution

How are digital interface roadmaps prioritised, governed, and implemented across enterprise technology portfolios?

- Prioritisation Frameworks: RICE Scoring and Value-versus-Complexity Matrices
- Digital Transformation Roadmap Architecture: Milestones, Dependencies, and Phased Releases
- Cross-Functional Operating Models: Uniting Product, Engineering, and Journey Teams
- Telemetry Dashboards: Synthesising Product Analytics and Channel Operational Health
- Executive Capstone Presentation: 12-Month Digital Channel Transformation Blueprint

Methodology

This masterclass combines diagnostic interface evaluations, real-world case simulations, and hands-on architectural workshops. Participants work directly on functional digital touchpoints, applying validated evaluation heuristics and structuring technical delivery schedules.



- Suggested activity: Conducting an ISO 9241-210:2019 interface audit on an active web application to identify user navigation blockers.
- Suggested activity: Designing an end-to-end self-service onboarding workflow using interactive decision logic.
- Suggested activity: Constructing a prioritised digital transformation roadmap matrix balancing technical debt against front-end impact.

Capstone Output

Each participant develops a comprehensive Digital Channel Transformation Blueprint, complete with an interface usability audit, an automated self-service workflow schematic, an AI personalisation integration architecture, and a 12-month delivery roadmap. This capstone deliverable serves as an immediate operational baseline for executive review within the sponsoring organisation.

Frequently Asked Questions

What technical platforms are examined during the sessions?

The curriculum focuses on platform-agnostic architectural principles, analytical instrumentation frameworks, and user research models that apply across modern enterprise content management, portal, and product analytics stacks.

Does this programme require software development or coding capabilities?

No coding experience is required. The masterclass concentrates on interaction design architecture, interface governance, capability prioritisation, and cross-functional technical leadership.

How does this course differ from broader service management training?

This programme is specifically focused on software-driven touchpoints, user interface performance, automated self-service portals, algorithmic personalisation engines, and the technical roadmaps required to scale digital products.

Can the roadmap and audit templates be utilised internally?

Yes. Every assessment rubric, journey blueprint, and roadmap template is provided in an editable format for direct enterprise deployment.