
Customer Experience (CX) Management

29 March – 2 April 2027
Madrid





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Ref: 1607_4739 **Date:** 29 March – 2 April 2027 **Location:** Madrid **Fees:** 4800 GBP

Customer Experience CX Management is a 5-day senior customer experience course delivered by Mars Training Centre across our international centres in London, Dubai, Amsterdam, Kuala Lumpur, and Bangkok — designed for chief customer officers, heads of CX, and senior leaders accountable for the end-to-end experience their customers have with the organisation.

Customer experience has moved from a service-team concern to a board-level commercial discipline. Customers now compare every interaction with their best digital experience, regulators are tightening fair-treatment standards, and the cost of a poor experience shows up in churn, complaints, and reputational damage. The senior CX leader's job is to design, govern, and improve the experience across functions that often do not naturally work together.

Across five focused days, you will work through the full CX management stack: CX strategy, journey design, voice-of-customer programmes, experience measurement, governance, and the leadership behaviours needed to lead a cross-functional experience programme. The programme uses case material from British, European, and Middle Eastern organisations and is grounded in your own customer context.

What You Will Learn

By the end of this programme, you will be able to:

- Build a customer experience strategy aligned with corporate strategy.
- Map customer journeys end to end across functions and channels.
- Design a voice-of-customer programme that drives real change.
- Apply validated CX metrics NPS, CSAT, CES with discipline.
- Diagnose experience pain points and prioritise improvement.
- Govern a cross-functional CX programme effectively.
- Lead customer experience through digital and AI-led transformation.
- Build a customer-centric culture across the organisation.
- Quantify the commercial impact of CX improvement.
- Defend CX investment in front of the executive team.

How You Will Benefit

You will leave with a senior CX leader's playbook — strategy, journeys, measurement, governance — and a Mars Certificate of Completion.

Your organisation will gain a CX leader who can connect experience to commercial outcomes, govern improvement across functions, and lead the cultural shift that customer-centricity actually requires.



Who This Programme Is For

This programme is designed for senior customer experience and commercial leaders, including:

- Chief Customer Officers and Heads of Customer Experience
- CX Directors and Heads of Customer Strategy
- Heads of Customer Operations and Customer Services
- Marketing Directors with experience accountability
- Digital Directors leading customer-facing channels
- Senior Operations Directors with customer-impact ownership
- Senior public-sector and regulated-industry experience leads

The seniority floor is senior manager and above. The programme is delivered in person over five days in London, Dubai, Amsterdam, Kuala Lumpur or Bangkok and leads to a Mars Certificate of Completion.