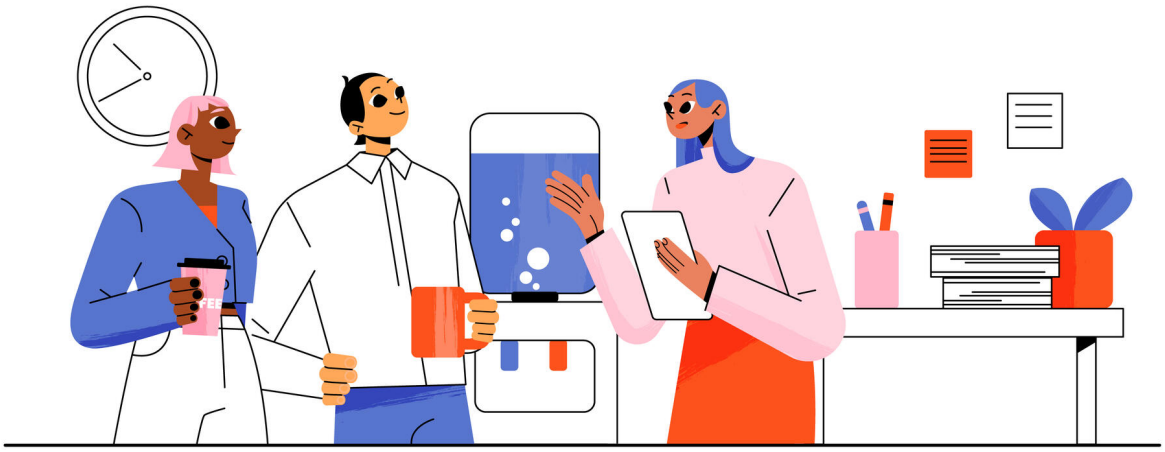


CXO – Chief Experience Officer

Duration: 5 Days

Language: en

Course Code: MG2 - 215

Objective

Upon completing this course, participants will be able to:

- Understand the strategic scope of a CXO’s role in modern organisations.
- Map and analyse customer and user journeys for optimisation.
- Align experience strategies with business and brand objectives.
- Leverage data and feedback to drive continuous experience improvement.
- Lead cross-functional teams toward integrated experience delivery.
- Implement digital experience tools, platforms, and innovation models.
- Measure experience outcomes using key CX metrics.

Audience

This course is ideal for:

- Chief Experience Officers (CXOs) and aspiring CX leaders.
- Heads of Customer Experience, Service Design, or User Research.
- Senior managers in marketing, product, and digital transformation.
- Executives overseeing brand, innovation, or user-centric strategy.
- Consultants and professionals in experience management fields.

Training Methodology

The course combines interactive lectures, executive-level case studies, live experience mapping, and strategic analysis. Participants will engage in group discussions and practical tasks, culminating in a simulation-based workshop focused on solving experience-related challenges and presenting a customer experience roadmap.

Summary

This training course is designed to equip current and aspiring Chief Experience Officers (CXOs) with the skills to lead customer and user experience initiatives at an executive level. The course explores how experience leadership drives organisational growth, retention, and brand value by embedding user-centric strategies across every touchpoint. Participants will gain strategic insights into customer journey design, digital experience transformation, data-driven decision-making, and cross-functional alignment.

By the end of the course, participants will be able to create cohesive, high-impact experiences that align with business goals, foster loyalty, and differentiate their brand in competitive markets.

Course Content & Outline

Section 1: The CXO Role & Experience-Driven Strategy

- Defining the role of the Chief Experience Officer in modern organisations.
- Difference between CX, UX, EX, and BX: a strategic overview.
- Building a customer-centric organisational culture.
- Case examples of brands leading through experience.
- Integrating experience into C-suite decision-making.

Section 2: Experience Design Principles & Journey Mapping

- Human-centred design and emotional connection principles.
- Mapping end-to-end customer and user journeys.
- Identifying experience pain points and moments of delight.
- Persona development and segmentation.
- Aligning experience strategy with business and brand vision.

Section 3: Digital Experience & Innovation

- Leveraging AI, personalisation, and omnichannel strategies.
- Leading digital transformation with a CX-first mindset.
- Building digital experience platforms and service blueprints.
- Integrating CX tools: CRM, journey orchestration, analytics.
- Driving innovation and experimentation in experience delivery.

Section 4: Metrics, Feedback, and ROI

- Key experience metrics: NPS, CSAT, CES, CLTV, churn.
- Designing continuous feedback systems.
- Translating customer insights into strategic action.
- Communicating CX ROI to stakeholders.
- Benchmarking and performance dashboards.

Section 5: Leading Cross-Functional Experience Excellence

- Partnering with marketing, product, HR, and operations.
- Creating CX councils and cross-functional governance.
- Overcoming organisational silos to unify experience vision.
- Building and leading high-performing experience teams.
- Change management and internal experience storytelling.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by The CPD Certification Service (CPD), and are certified under ISO 9001 and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Management & Leadership

Tags

C-suite, Chief Experience Officer, CXO

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