

Introduction to Customer Experience — Free Session

A free session on the difference between customer service and customer experience, and how each is measured.

Level	Foundation
Duration	1 day · 3 training hours
Fee	No fee
Group size	10-40 participants
Delivery	Public run · Live virtual
Runs each year	1 February and 23 August

All training programmes are accredited by the Sharjah Private Education Authority.

Programme objectives

- Tell customer service and customer experience apart
- Get to know the customer journey and its touchpoints
- Understand the core metrics: satisfaction, happiness, effort
- Spot the quickest improvement opportunity in your workplace

Who it is for

Customer service staff and supervisors, and any team dealing with the public directly.

Prerequisites: None.

Programme outline

Day 1 — The awareness session

- Customer service versus customer experience
- The journey and its common pain points
- The metrics and when each applies
- A short exercise: one pain point from your own work

Competencies developed

- CX awareness
- Measurement basics
- User-perspective thinking

What participants take away

- An illustrated journey summary
- A short metrics primer
- A certificate of attendance

How it is assessed

No assessment — an awareness session with a certificate of attendance.

About the company

Innovation Excellence Consulting & Training is a Sharjah-based firm working with government and private organisations across the UAE and the region. We deliver management consulting, excellence award readiness, customer experience, corporate innovation, ISO certification and research — alongside accredited, applied training programmes.

Programmes accredited by the Sharjah Private Education Authority · 3,500+ professionals trained · 40 government and private entities

Why train with us

- No less than 40% of every programme is exercises and case work, not lecturing.
- Programmes designed on the ADDIE model, with cases drawn from the participants' own workplace.
- Trainers with genuine field experience in the work they are teaching.
- Delivered in Arabic and English to the same standard — in-house, public or virtual.

Register for this programme



To register, or to run this programme at your premises, get in touch — or register directly from the programme page on our site.

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Fees are per participant in UAE dirhams and exclude VAT. Confirm the year of each run on our website.