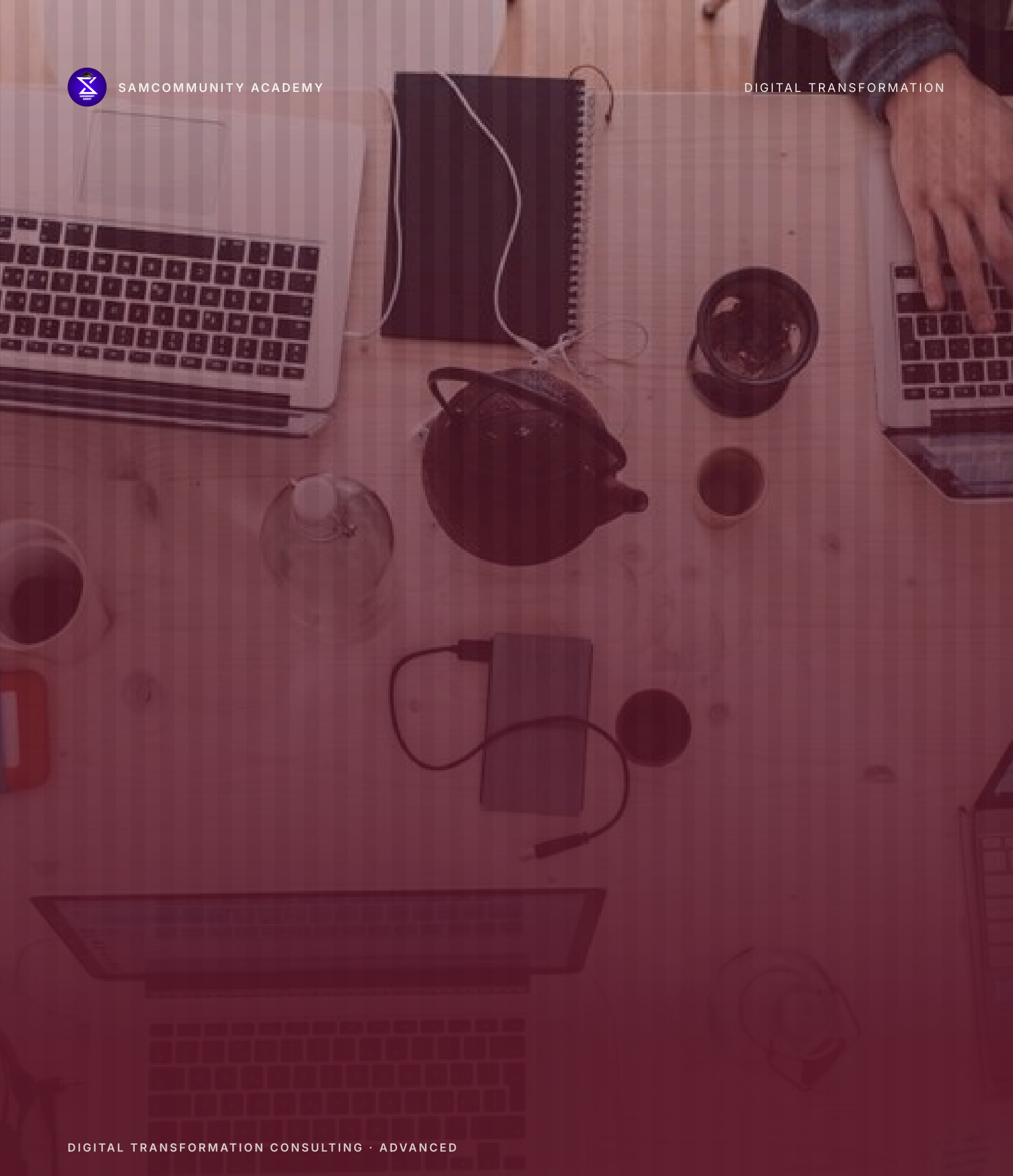


DIGITAL TRANSFORMATION CONSULTING · ADVANCED

Customer Experience Transformation

Redesign every customer touchpoint.

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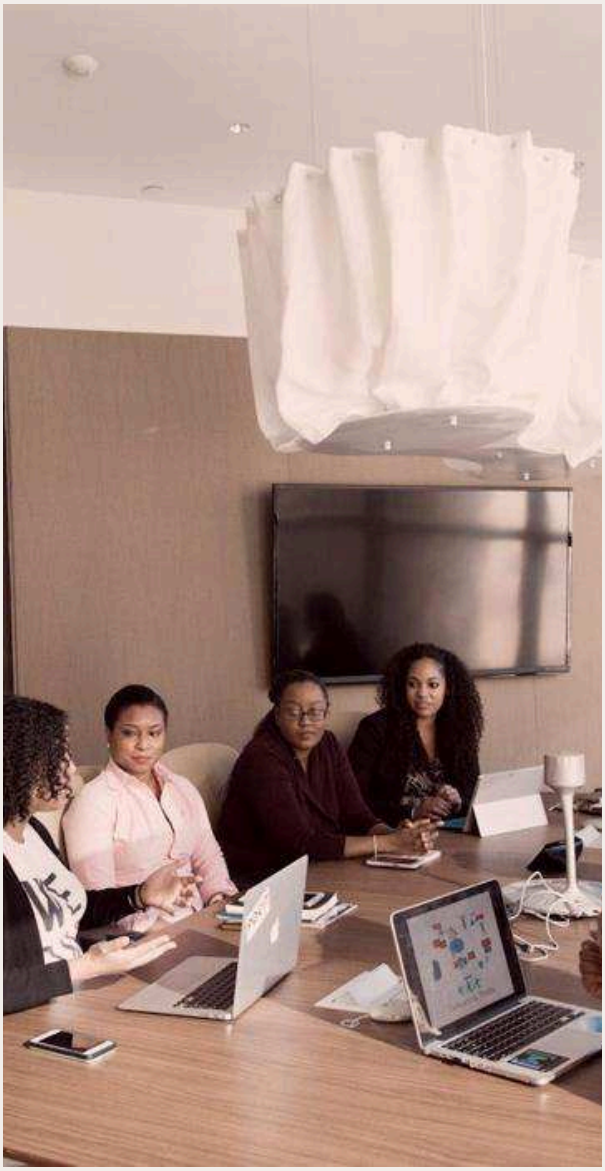


LEVEL	Advanced
DURATION	40 Hours
MODULES	6
CERTIFICATE	SAM-CXT

Why this program

Use digital, data and AI to transform customer journeys and experience.

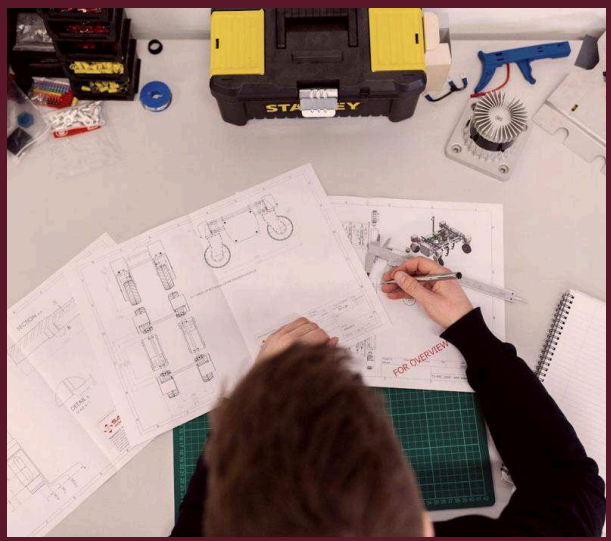
Customers now expect fast, personalised and consistent experiences across every channel, and experience quality increasingly shapes loyalty. This advanced program teaches how to map customer journeys, redesign touchpoints with digital tools, use data and AI for personalisation and service, and measure CX outcomes so improvements are prioritised and delivered systematically.



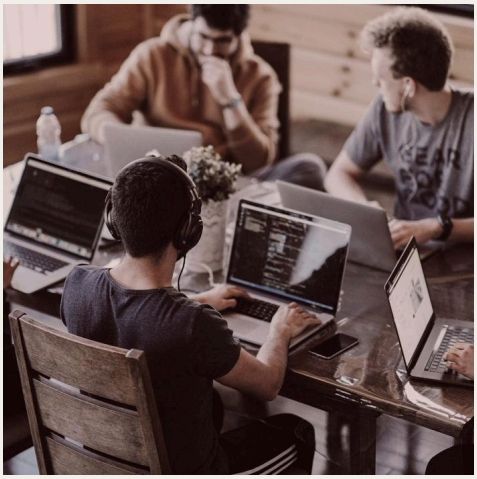
40 hours of compact, practical sessions

6 focused modules, built around real work

3 projects plus a capstone presentation



Who this program is for



01

Non-technical leaders

Digital awareness and literacy workshops

02

Strategy & operations teams

Enterprise digital strategy, RPA

03

Transformation leads

AI-led transformation, data-driven org

04

CxOs

Digital transformation leadership

PREREQUISITES

- Experience in customer-facing, marketing or product roles
- Basic understanding of digital channels
- Familiarity with business metrics and reporting

DESIGNED FOR

- CX Manager
- Customer Journey Designer
- Digital Product Manager
- Service Design Lead
- Marketing Transformation Manager

What you'll be able to do.

01 Map end-to-end customer journeys and identify key pain points

02 Apply service design and design thinking methods to CX

03 Design consistent omnichannel experiences across digital touchpoints

04 Use customer data and AI for personalisation and service

05 Measure CX with NPS, CSAT, CES and journey analytics

06 Build a prioritised CX transformation roadmap and governance

How the program works

CX Foundations and Strategy

CX vs customer service, CX maturity and strategy, Customer personas and needs, Voice of the customer programs.

Journey Mapping and Service Design

Current-state journey mapping, Moments of truth and pain points, Service blueprints, Design thinking workshops.

Omnichannel Digital Experience

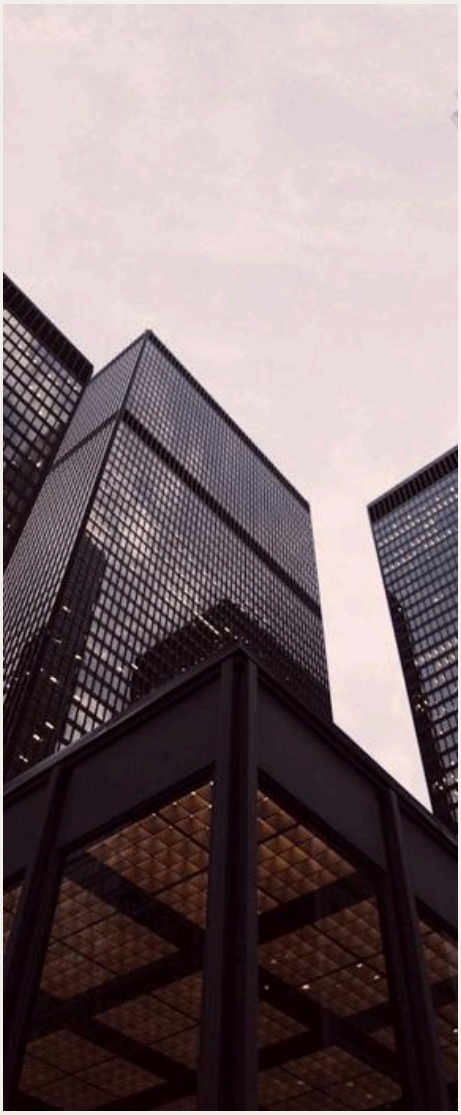
Web, mobile and messaging channels, WhatsApp and conversational commerce, Consistent cross-channel experiences, UX principles and accessibility.

Data, CRM and Personalisation

Customer data platforms and CRM, Segmentation and customer lifetime value, Personalisation strategies, Consent and privacy considerations.

01 · CX Foundations and Strategy	6 hrs
02 · Journey Mapping and Service Design	8 hrs
03 · Omnichannel Digital Experience	6 hrs
04 · Data, CRM and Personalisation	8 hrs
05 · AI in Customer Experience	6 hrs
06 · Measuring and Scaling CX	6 hrs

★ Capstone · CX Transformation Blueprint



The curriculum

MODULES 01–03

01 CX Foundations and Strategy

6 HOURS

Practical: Build customer personas from sample research data for a case study.

- CX vs customer service
- CX maturity and strategy
- Customer personas and needs
- Voice of the customer programs
- Linking CX to business outcomes

02 Journey Mapping and Service Design

8 HOURS

Practical: Create a current and future-state journey map for customer onboarding.

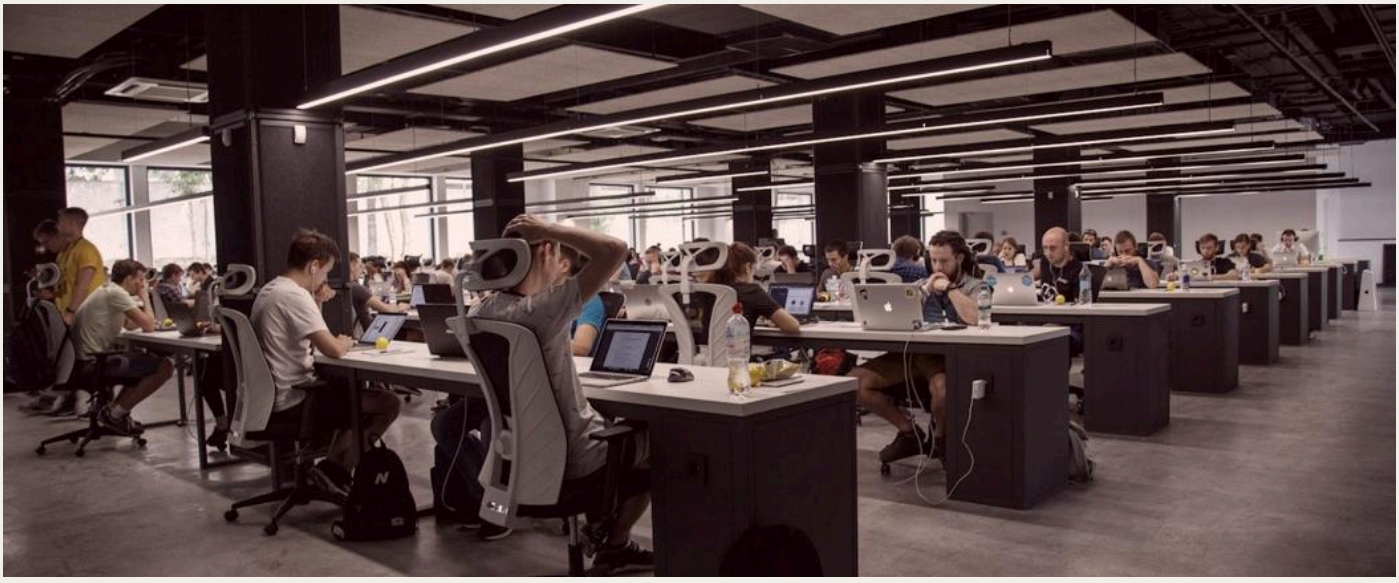
- Current-state journey mapping
- Moments of truth and pain points
- Service blueprints
- Design thinking workshops
- Future-state journey design

03 Omnichannel Digital Experience

6 HOURS

Practical: Audit a brand's omnichannel experience and recommend top improvements.

- Web, mobile and messaging channels
- WhatsApp and conversational commerce
- Consistent cross-channel experiences
- UX principles and accessibility
- Self-service design



Curriculum, continued

MODULES 04–06

04 Data, CRM and Personalisation

8 HOURS

Practical: Design segmentation and personalisation rules for three customer groups.

- Customer data platforms and CRM
- Segmentation and customer lifetime value
- Personalisation strategies
- Consent and privacy considerations
- Marketing automation

05 AI in Customer Experience

6 HOURS

Practical: Prototype an AI assistant flow handling common customer queries.

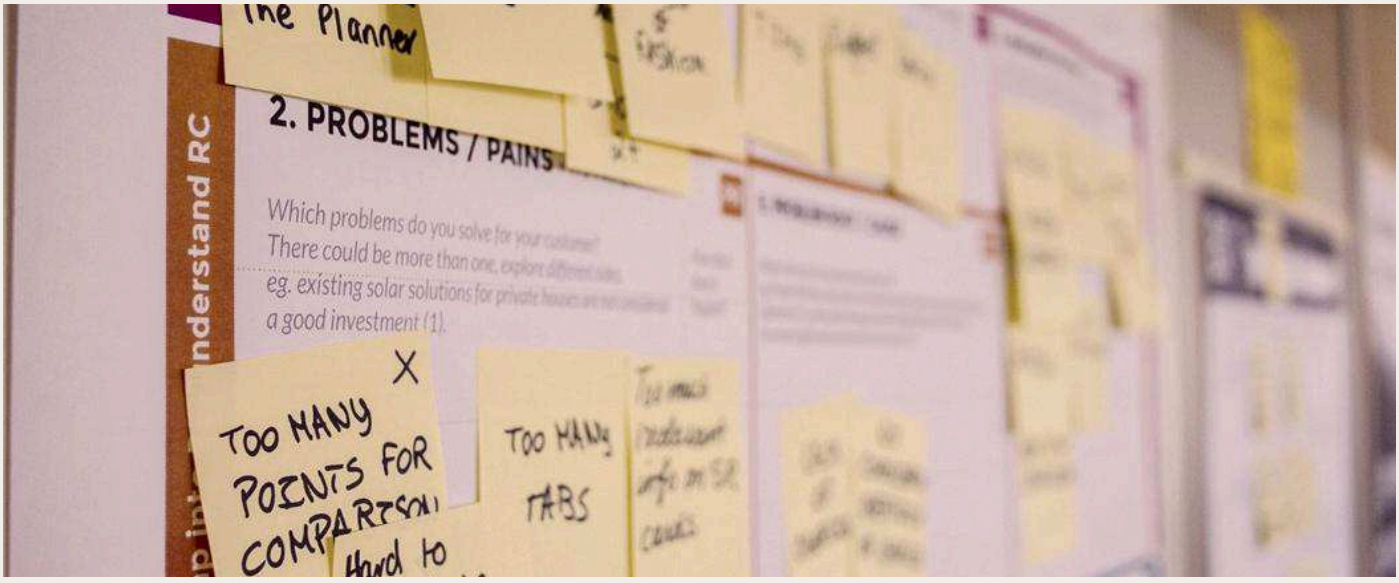
- Generative AI chatbots and assistants
- Agent assist and contact centre AI
- Sentiment and text analytics
- Responsible AI in customer interactions
- Human handoff and escalation design

06 Measuring and Scaling CX

6 HOURS

Practical: Design a CX measurement dashboard with journey-level KPIs.

- NPS, CSAT and CES
- Journey analytics and KPIs
- Closing the feedback loop
- CX business cases
- CX governance and operating model



What you'll focus on.

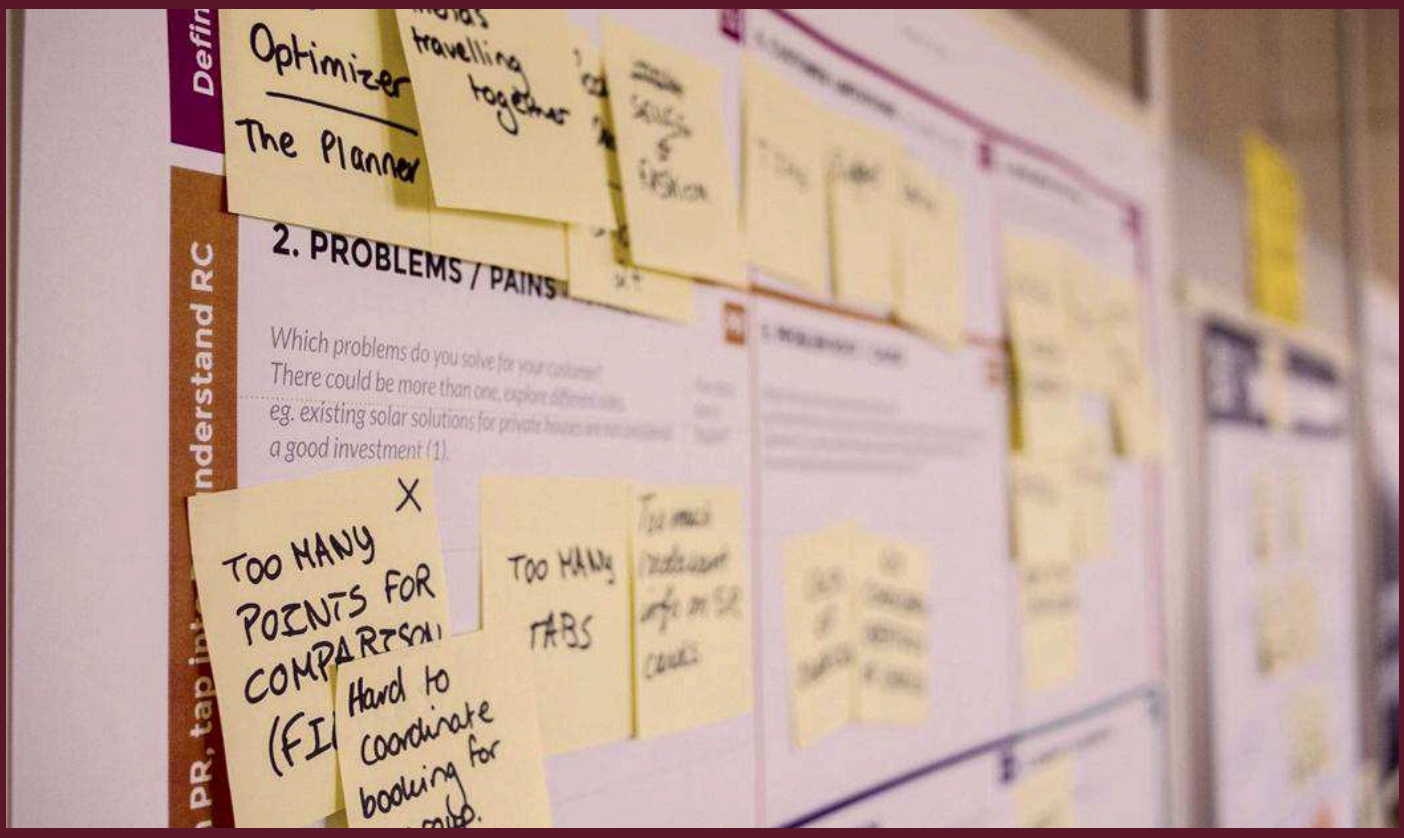
CX Foundations and Strategy 01

Journey Mapping and Service Design 02

Omnichannel Digital Experience 03

Data, CRM and Personalisation 04

AI in Customer Experience 05



Projects & capstone

01

Customer Journey Map

Map an end-to-end customer journey for a case-study brand, highlighting pain points, emotions and opportunities.

02

Personalisation Strategy

Design data-driven customer segments and personalised experiences across channels while respecting consent, privacy requirements and brand consistency.

03

CX Metrics Framework

Define CX metrics, data sources and a dashboard that links specific experience improvements to measurable business outcomes over time.



CAPSTONE

CX Transformation Blueprint

Develop a customer experience transformation blueprint for a case-study organisation, including research insights, journey maps, redesigned touchpoints, data and AI enablers, a measurement framework and a prioritised roadmap, presented to a panel.

CERTIFICATION

SAM-CXT

Awarded on successful completion of the program assessments.

- MCQ assessments
- Practical lab evaluation
- Project & capstone review
- Final presentation

HOW YOU LEARN · THE SAM LEARNING FRAMEWORK™

01 Scenario

Real-world attack and use-case scenarios open every module.

02 Apply

Hands-on lab work, CTF challenges and live projects.

03 Master

Assessment, peer review and certification prep.

04 Mentor

Post-program career guidance and support.



Delivery: Instructor-Led (ILT) · Virtual Instructor-Led · Self-Paced Online · E-Learning Licensing · Blended Learning · Corporate Onsite

Where this program fits

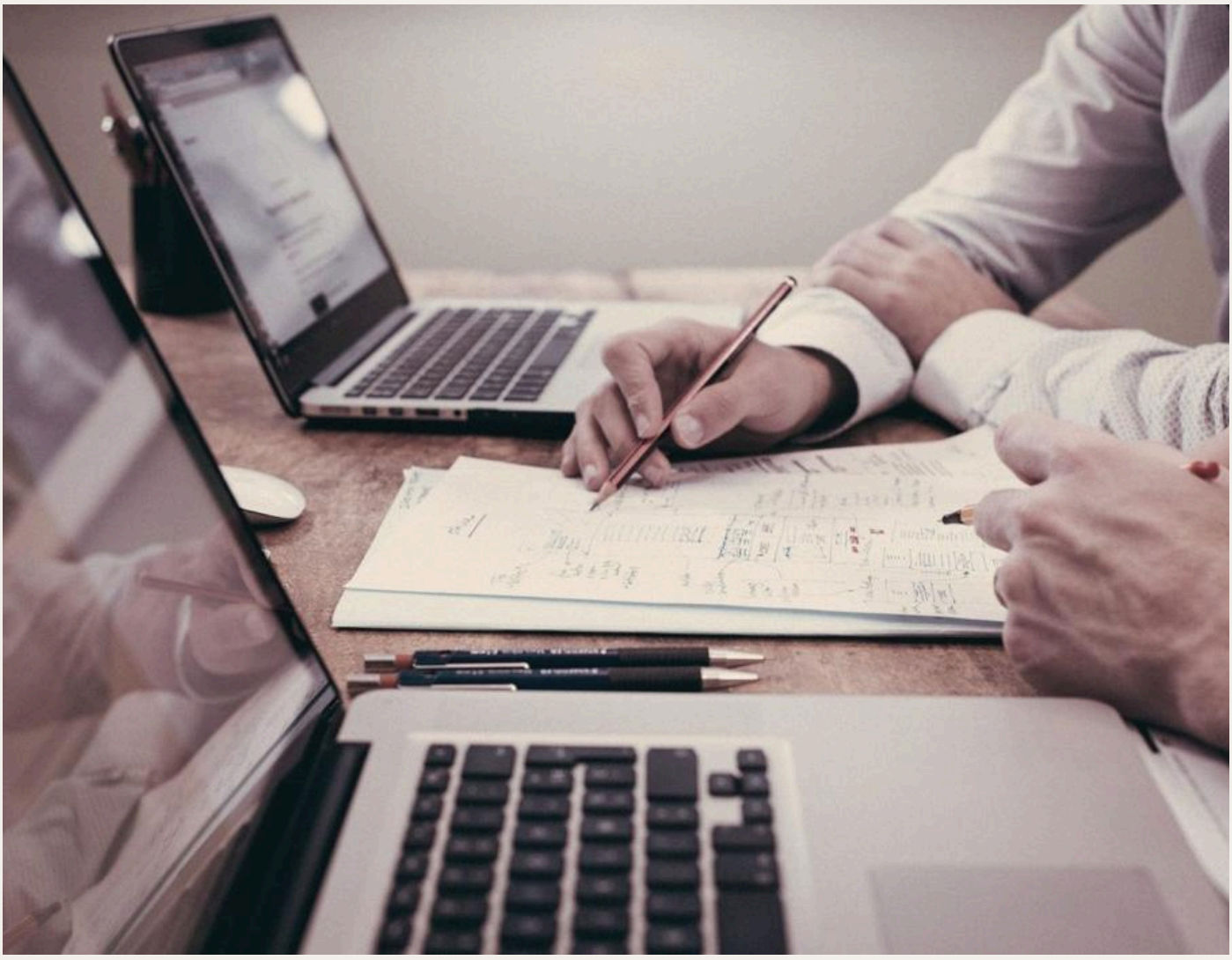
Foundation	Intermediate	**Advanced**	Expert
2 programs	2 programs	You are here	1 programs

BEFORE THIS

Enterprise Digital Strategy	32 Hours
Process Automation & RPA	48 Hours

UP NEXT

Digital Transformation Leadership (CxO)	24 Hours



Questions, answered

Do I need prior experience to join?

Experience in customer-facing, marketing, service or product roles is recommended. No technical skills are required; the program uses design, strategy and analytics methods with guided demonstrations of CX and AI tools.

How is the program delivered and scheduled?

The 40 hours program is instructor-led and delivered live virtual or blended, combining concept sessions, demonstrations and guided hands-on work. Batch timings and session frequency are confirmed with the academy team at enrollment.

Will I receive a certificate?

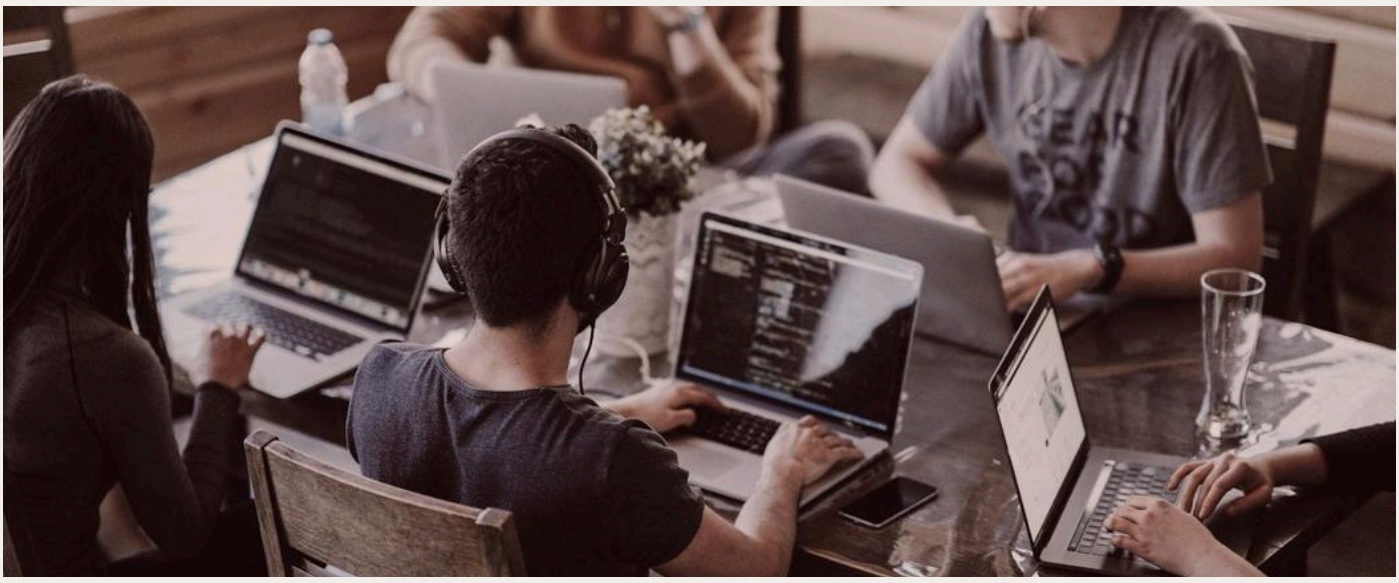
Yes. Participants who attend the required sessions and pass the program assessments, including practical tasks and a capstone review, receive the Samcommunity Academy SAM-CXT certificate for Customer Experience Transformation.

What labs and tools will I have access to?

Exercises use journey mapping templates, collaborative whiteboard tools, case studies and demonstrations of CRM and AI customer service tools. Templates and any tool access details are shared during the program.

Is career support provided?

Yes. You receive guidance on building a portfolio from your projects, presenting skills on your resume and preparing for interviews. Career support helps you present yourself well, but job placement, interviews and salaries are not guaranteed.





Begin with Customer Experience Transformation.

INDIVIDUALS

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CORPORATE & INSTITUTIONS

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