trainoverse

REVOLUTIONIZING LEARNING EXPERIENCE

CUSTOMER EXPERIENCE MANAGEMENT SKILLS FOR CX PRACTITIONERS

Date: 4-5 Feb 2026
Venue: Klang Valley

Course Expert Director

A. Santhakumaran ACXS

World Leading CX Thought Leader

HRDCORP ACCREDITED TRAINER

Program Organizer,

Trainoverse Hub Sdn Bhd

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Introduction

In the current Experience Economy, customer satisfaction is no longer the gold standard—it is merely the baseline. To truly dominate a market, organizations must move beyond reactive service to proactive, **holistic Experience Management (XM).**

This masterclass is not just another training session; it is an outcome-based intervention designed to shift mindsets from "processing transactions" to "engineering emotions." Drawing on the methodologies that secured the 2022 Customer Experience World Games Championship, this program bridges the gap between high-level CX strategy and on-the-ground execution. We will explore how to operationalize empathy, monetize customer loyalty, and leverage the latest in AI and behavioral psychology to create frictionless, memorable journeys.

Objectives

- **To Demystify CX Strategy:** Move beyond buzzwords to understand the operational mechanics of a Customer-Centric DNA.
- **To Operationalize Empathy**: Teach participants how to quantify and manage customer emotions using data and psychology.
- **To Drive ROI:** Shift the conversation from "CX as a cost center" to "CX as a revenue driver."
- To Future-Proof Skills: Integrate emerging trends, including AI and generational shifts (Gen Z/Alpha), into current service models.

Learning Outcomes

- **Construct robust Customer Journey Maps** (CJM) that identify and eliminate friction points.
- **Apply the Peak-End Rule** and other behavioral psychology principles to design memorable service interactions.
- **Design a Voice of Customer (VoC)** program that goes beyond NPS to actionable insights.
- **Calculate the ROI** of CX initiatives to secure stakeholder buy-in.
- **Lead cultural change** by aligning internal employee experience (EX) with external customer experience (CX).

Methodology:

- Lecture, group discussion, presentation, design & innovation

Course Pre-requisite:

- Diploma or degree or
- Minimum 2 years of working experience

Who should Attend:

- Team Lead, Managers, Hod, Marketing, Sales, Customer Success Team, etc.

DAY 1: The Architecture of Experience

09:00 – 10:30 | Module 1: The CX Mindset & The Experience Economy

- Defining CX: Why Service is distinct from Experience.
- The 6 Pillars of CX Excellence.
- Case Study: Lessons from Global CX Leaders (and why local context matters).
- Activity: The "Outside-In" Audit – Assessing your current CX maturity.

10:45 – 13:00 | Module 2: The Psychology of Experience

- Understanding the customer brain: System 1 vs. System 2 thinking.
- Behavioral Economics in CX: The Peak-End Rule, Primacy & Recency effects.
- Emotional vs. Functional value: How to design for "Memory."

14:00 – 15:30 | Module 3: Strategic Journey Mapping

- Anatomy of a Customer Journey Map (CJM).
- Identifying "Moments of Truth" and "Pain Points."
- Workshop: Mapping a live customer scenario from end-to-end.

15:45 – 17:00 | Module 4: Service Design & Blueprinting

- Going beneath the surface: Service Blueprints (Frontstage vs. Backstage).
- Aligning processes, people, and technology to support the journey.
- Group Challenge: Redesigning a "Broken Journey."

DAY 2: Measurement, Culture & The Future

09:00 – 10:30 | Module 5: Metrics that Matter (The Science of CX)

- Beyond NPS: CSAT, CES (Customer Effort Score), and Churn Rate.
- The "So What?" Factor: Linking metrics to financial performance.
- Setting up a closed-loop feedback system.

10:45 – 13:00 | Module 6: Building a Customer-Centric Culture

- The CX-EX Connection: Happy employees make happy customers.
- Silo-busting: Getting IT, Marketing, and Ops on the same page.
- Hiring and training for Empathy.

14:00 – 15:30 | Module 7: Innovation & The Future of CX

- Generational CX: Adapting service styles for Millennials vs. Gen Z.
- AI in CX: How Artificial Intelligence and hyper-personalization are reshaping the landscape.
- From "Customer Service" to "Customer Success."

15:45 – 17:00 | Module 8: The CX Champion's Playbook

- Stakeholder Management: How to pitch CX to the C-Suite.
- Creating your 90-Day Action Plan.
- Final Simulation: The "CX War Room" – Solving a crisis in real-time.

Course Expert Director

Santhakumaran Atmalingam ACXS

A. Santhakumaran is a globally recognized leader in Customer Experience (CX) doamin, known for transforming businesses into customer-centric organizations. As the founder of CX Expert Asia & Trainoverse Hub Sdn Bbhd, he has led the firm to award-winning success, providing cutting-edge CX training and consulting.

An influential keynote speaker and judge for international CX awards, he has been honored as a Top 10 Global CX Influencer by Thinkers360. Santhakumaran's expertise is backed by extensive corporate experience and numerous professional certifications, making him a sought-after expert in the field Customer Experience Management & Patient Experience Transformation!

Top Customer Experience Voice

AWARDS, RECOGNITIONS & CREDENTIALS

Top 10 Thought Leader – thinkers 360
Top 10 Thought Leader – Customer Loyalty – thinkers 360
Top 10 Thought Leader – Design Thinking – thinkers 360
Top 10 Thought Leader – Healthcare – thinkers 360
Top 25 Thought Leader – Customer Experience – thinkers 360
Top 25 Thought Leader – Design – thinkers 360
Top 25 Thought Leader – Product Management – thinkers 360
Top 100 Thought Leader – APAC – thinkers 360

ACXS – Accredited Customer Experience Specialist
Official Judge – Customer Centricity World Series
Accredited HRD Corp Trainer
The CPD Group – Accredited Provider #780952
Judge – North American Customer Centricity Awards
CX Asia – Silver Award
The CPD Group – Accredited Trainer #405033
CX Powercert
Judge – European Customer Centricity Awards
Customer Experience World Games 2022 – Captain

AREA OF EXPERTISE

1. Customer Experience Management
2. Customer Service Experience
3. Product Management (Marketing)
4. Customer Success Management
5. ISO 23591: 2021 Service Excellence
6. Productization & Go-To-Market Strategy
7. Design Thinking
8. Sales Experience Management
9. Patient Experience Transformation
10. Patient Care Management

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MORE ABOUT A.SANTHAKUMARAN

1. Founder CX Expert Asia & Trainoverse.com
2. Global Keynote Speaker & Thought Leader
3. Silver Awards Winner CX Best Vendor - CX Network Asia 2021
4. Customer Experience World Games 2022 - World-Champion
5. Arcet Global - Preferred Global CX Awards Judge
6. Board of Advisor - Customer Experience World Games 2024
7. Bachelors Degree in Business Administration with Hons - UKM
8. Pursuing Masters Degree in Science from - UPM

Date: _____ / _____ / _____

REGISTRATION FORM

CUSTOMER EXPERIENCE MANAGEMENT SKILLS FOR CX PRACTITIONERS.

DATE: 4-5 FEBRUARY 2026, TIME: 9.00AM – 5.00PM, VENUE: KLANG VALLEY

CUSTOMER INFORMATION:

Company: _____ Address: _____

Phone: _____

Email: _____

PARTICIPANTS DETAILS:

ITEM	NAME	IC NO.	MOBILE NO:	EMAIL

Terms & Conditions

1. Registration fee includes meals and refreshments, course notes, certificate and digital badge for all delegates
2. Agreement to terms and conditions on the next page: I wish to register for the "CUSTOMER EXPERIENCE MANAGEMENT SKILLS FOR MANAGERS " and acknowledge the registration terms, including the cancellation policy.
3. Email THE REGISTRATION FORM AND THE BANK IN SLIP TO: santhakumaran@cxpert.asia

Please make cheque payable to :
Trainoverse Hub Sdn Bhd (202501008719)

Bank details

- **BANK: CIMB Berhad**
- **ACCOUNT NO: 8011454545**

Authorised Signatory & Chop

NO. OF PAX		
EARLY BIRD PRICE*	RM1,880.00	☐
NORMAL PRICE	RM2,580.00	☐
TOTAL		

Course Registration Fees – Please tick the appropriate box
Early Bird Price is valid until 15 JAN 2026

Name:
Position: