CX Metrics for Executive Dashboards Training Course

Professional Development Training Course Outline

Category	Customer Service and Customer Experience	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s competitive business environment, customer experience (CX) has become the ultimate differentiator. Organizations that leverage data-driven insights and actionable CX metrics achieve higher customer retention, stronger brand loyalty, and increased revenue growth. Executive dashboards serve as the command center for leaders to visualize, analyze, and act upon critical CX data in real-time. CX Metrics for Executive Dashboards Training Course empowers executives and CX professionals with advanced skills to design, implement, and interpret dashboards that drive strategic decision-making and operational excellence. Participants will gain practical knowledge of KPIs, NPS, CSAT, CES, journey analytics, and predictive insights to enhance customer satisfaction and business outcomes.

Through a hands-on, case-study-driven approach, this course equips leaders with the tools and frameworks needed to monitor CX performance across channels, benchmark industry standards, and prioritize initiatives that maximize ROI. By integrating modern analytics, AI-powered insights, and actionable visualization techniques, participants will learn how to transform complex customer data into clear, executive-ready dashboards. This program is ideal for executives, managers, and data professionals seeking to optimize customer journeys, streamline reporting, and drive a culture of customer-centric decision-making.

Programme Curriculum

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Course Objectives

By the end of this course, participants will be able to:

1. Master CX metrics and KPIs for strategic decision-making.
2. Develop executive dashboards for real-time customer insights.
3. Analyze NPS, CSAT, and CES scores to drive customer loyalty.
4. Apply customer journey analytics to identify pain points.
5. Integrate predictive analytics for proactive CX management.
6. Visualize CX data with interactive dashboards and BI tools.
7. Benchmark industry CX standards for performance improvement.
8. Translate complex CX data into actionable executive insights.
9. Monitor multi-channel customer interactions effectively.
10. Utilize AI and automation for CX metric optimization.
11. Design data-driven customer retention strategies.
12. Implement CX reporting frameworks for executive leadership.
13. Drive customer-centric culture through actionable metrics.

Target Audience

1. CX executives and directors
2. Business analysts and data analysts
3. Customer experience managers
4. Marketing and product managers
5. Operations leaders
6. BI and data visualization specialists
7. CRM and loyalty program managers
8. Digital transformation and analytics leaders

Course Modules

Module 1: Introduction to CX Metrics

- Understanding key CX metrics

- Difference between leading and lagging indicators
- Importance of executive dashboards in CX strategy
- Real-world case study: How a global retail brand improved NPS
- Best practices in metric selection

Module 2: Executive Dashboard Fundamentals

- Principles of dashboard design for executives
- KPI hierarchy and prioritization
- Interactive visualization techniques
- Case study: Airline dashboard redesign for real-time insights
- Tools and software for dashboard creation

Module 3: Customer Journey Analytics

- Mapping customer touchpoints
- Identifying pain points and friction
- Journey metrics and benchmarks
- Case study: Telecom company’s journey optimization
- Data collection and integration techniques

Module 4: Advanced Metrics Analysis

- Predictive analytics for CX forecasting
- Correlation between CX metrics and revenue growth
- Segmentation and cohort analysis
- Case study: E-commerce predictive churn model
- Dashboard representation of advanced metrics

Module 5: Multi-Channel CX Measurement

- Tracking interactions across web, mobile, social, and in-store
- Omnichannel data integration
- Real-time alerts and reporting
- Case study: Banking CX improvement across channels
- Strategies to unify disparate datasets

Module 6: Data Visualization and Storytelling

- Principles of effective dashboard visualization
- Interactive charts, heatmaps, and trend graphs
- Storytelling techniques for executives
- Case study: SaaS company dashboard presentation
- Tools for creating impactful visual narratives

Module 7: AI and Automation in CX Metrics

- Leveraging AI for predictive insights
- Automating CX reporting and alerts
- Machine learning for customer sentiment analysis
- Case study: AI-driven recommendation system in retail
- Future trends in AI-powered CX dashboards

Module 8: Driving Customer-Centric Strategy

- Translating metrics into action plans
- Benchmarking and continuous improvement
- Driving culture change through CX insights
- Case study: Global hospitality brand's loyalty program strategy
- Measuring ROI from CX initiatives

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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