Digital Customer Experience Management in Banking Training Course

Professional Development Training Course Outline

Category	Banking Institute	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s hyper-connected financial ecosystem, Digital Customer Experience (DCX) has become a strategic differentiator for banks seeking to drive customer loyalty, digital engagement, and revenue growth. With the rapid evolution of fintech innovation, omnichannel banking, artificial intelligence (AI), big data analytics, and personalization technologies, banks must redesign customer journeys to deliver seamless, secure, and intuitive experiences across all digital touchpoints. Digital Customer Experience Management in Banking Training Course equips professionals with the knowledge and tools to transform traditional banking into a customer-centric, digitally-driven ecosystem that enhances satisfaction and retention.

As customer expectations continue to shift towards real-time services, frictionless onboarding, and hyper-personalized interactions, financial institutions must adopt experience-led transformation strategies. This training provides deep insights into customer journey mapping, UX/UI optimization, digital touchpoint integration, customer analytics, and experience governance frameworks. Participants will learn how to leverage emerging technologies and data-driven insights to deliver superior digital experiences while ensuring compliance, trust, and operational excellence.

Programme Curriculum

Digital Customer Experience Management in Banking Training Course

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Course Duration

5 days

Course Objectives
By the end of this training, participants will be able to:

1. Understand digital customer experience strategy in modern banking
2. Design customer-centric digital transformation frameworks
3. Apply customer journey mapping and touchpoint optimization techniques
4. Leverage AI-driven personalization and predictive analytics
5. Enhance omnichannel banking experience integration
6. Improve digital onboarding and customer lifecycle management
7. Utilize customer feedback analytics and sentiment analysis tools
8. Implement UX/UI best practices for banking applications
9. Strengthen customer trust through cybersecurity and data privacy
10. Drive customer engagement through digital innovation
11. Measure customer experience KPIs and performance metrics
12. Manage customer experience risks and service recovery strategies
13. Build continuous improvement models using agile methodologies

Target Audience

1. Digital Banking Managers
2. Customer Experience (CX) Professionals
3. Product and Innovation Managers
4. IT and Digital Transformation Teams
5. Marketing and Customer Engagement Specialists
6. Operations and Service Delivery Managers
7. Fintech and Strategy Consultants
8. Risk and Compliance Professionals

Course Modules

Module 1: Digital Customer Experience Fundamentals

- Evolution of customer experience in banking
- Key drivers of digital transformation
- Customer expectations in the digital age
- Role of technology in CX
- **Case Study:** Leading bank digital transformation success

Module 2: Customer Journey Mapping & Touchpoints

- Mapping end-to-end customer journeys
- Identifying pain points and opportunities
- Omnichannel touchpoint integration
- Customer personas and segmentation
- **Case Study:** Journey redesign for improved onboarding

Module 3: Omnichannel Banking Experience

- Designing seamless omnichannel strategies
- Integration of mobile, web, and branch channels
- Customer interaction consistency
- Real-time engagement platforms
- **Case Study:** Omnichannel success in retail banking

Module 4: Personalization & AI in CX

- AI-driven customer insights
- Predictive analytics for banking
- Hyper-personalization strategies
- Chatbots and virtual assistants
- **Case Study:** AI-powered customer engagement model

Module 5: UX/UI Design for Banking Platforms

- Principles of user-centric design
- Enhancing usability and accessibility
- Mobile-first banking design
- Customer interface optimization
- **Case Study:** UX redesign impact on customer retention

Module 6: Customer Feedback & Analytics

- Voice of Customer (VoC) frameworks
- Sentiment analysis tools
- Real-time feedback systems
- Data-driven decision making
- **Case Study:** Using analytics to improve CX outcomes

Module 7: Trust, Security & Compliance

- Data privacy and protection regulations
- Building trust in digital banking
- Cybersecurity in customer interactions
- Fraud prevention technologies
- **Case Study:** Managing customer trust during cyber incidents

Module 8: CX Measurement & Continuous Improvement

- Key CX metrics
- Performance monitoring dashboards
- Service recovery strategies
- Agile and continuous improvement models

- **Case Study:** Continuous CX improvement framework

Training Methodology

- 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

Start Date	End Date	Location	Price
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

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com