Digital Customer Experience Strategy

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Digital Customer Experience is a 5-day senior leadership course delivered by Mars Training Centre UK in London, Dubai, Barcelona, Milan, and Istanbul, designed for directors and executives responsible for the customer experience strategy of their organisations.

Customer expectations have been reset by digital-native firms in every sector. Customers now compare their bank to their food-delivery app, their hospital to their streaming service, their government department to their preferred online retailer. The senior leader's job is to lead that experience as a strategic priority — across channels, across functions, and across the full customer lifecycle.

Across five focused days, you will sharpen the senior leader's view of digital customer experience. You will examine how leading organisations build experience as a strategic capability, work through the practical disciplines of journey design and measurement, study where AI is reshaping customer interaction, and leave with a customer-experience roadmap for the business you lead.

The week moves from customer experience as strategy, through journey, insight and voice of customer, into digital channels, AI and personalisation, then operating model, measurement and change, closing with a personal action plan.

What You Will Learn

- Define digital customer experience strategy in clear business terms.
- Diagnose your organisation's current customer experience maturity.
- Apply customer-journey design at executive level.
- Use customer data, voice-of-customer, and behavioural insight effectively.
- Govern the use of AI and personalisation in customer interaction.
- Build a measurement system that links experience to business outcomes.
- Lead the cross-functional change that customer experience demands.
- Design a 12-month digital customer experience roadmap.

How You Will Benefit

You will leave with the executive lens, language, and judgement to lead digital customer experience strategy with confidence, and a Mars Certificate of Completion.

Your organisation will gain a senior leader who can elevate the customer agenda from operational hygiene to commercial advantage — and who can govern the technology that supports it responsibly.

Who This Programme Is For

The programme is designed for chief executives and managing directors, chief customer officers and chief marketing officers, directors of customer experience and digital, directors of marketing, sales and service, heads of digital channels and contact centres, senior public-sector executives leading citizen services, family-business principals leading customer transformation, and board members overseeing customer agendas. The seniority floor is director level and above.

Delivery is facilitator-led and interactive, mixing teaching with discussion, validated diagnostic tools, applied exercises, and continuous personal feedback from your lead faculty. Successful delegates receive a Mars Certificate of Completion.