2023 CX & INNOVATION COURSES

NICHE INSTITUTE OF CUSTOMER EXPERIENCE AND INNOVATION

CONTENT

ABOUT US

Niche Institute of CX and Innovation

ABOUT US

Niche Institute of Customer Experience (CX) and Innovation is a leading Pan-Africa institute based in Africa that is dedicated to offering customer experience and innovation courses for professionals across different sectors, job roles and designations on the continent.

We pride ourselves in offering Africa's first globally recognized customer experience (CX) certification courses since 2020 and have to date certified 305+ professionals across 3 designations in 18+ sectors in Nigeria and Senegal.

OUR GOAL

To improve the CX management competencies of professionals in Africa to increase profitability through the effective design & management of customer, employee, brand & product experiences.

Our Goal

Our goal is to improve the customer experience (CX) management competencies of professionals in Africa to better design and manage customer, employee, brand and product experiences to increase customer profitability.

Our Offerings

Our learning and development offerings include but are not limited to:

- CX management knowledge and skill gap analysis
- CX training curriculum design
- CX training content design & implementation
- CX performance management

1
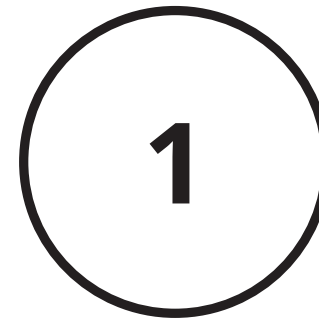
Employee Induction Courses
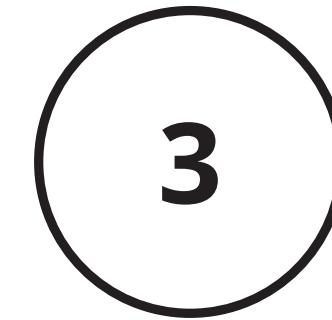
3+ Courses

1. Delivering an excellent customer service course
2. Customer relationship management
3. Customer service experience executive program

2
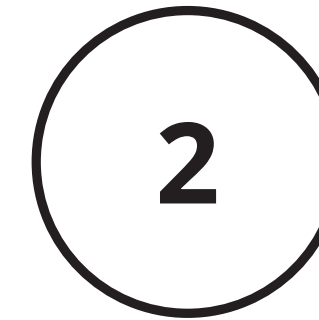
CX Certification Courses

4 Courses

1. Customer service experience executive (CSEE)
2. Certified customer experience manager (CCEM)
3. Certified customer experience professional (CCEP)
4. Certified customer experience practitioner (CCEPR)

3

Professional Development Courses

10+ Courses

1. Customer-centric approach to selling
2. introduction to CX management
3. Product experience masterclass
4. customer experience masterclass
5. customer feedback management
6. Managing the C-Suite & internal stakeholders
7. CX strategy masterclass
8. Employee experience masterclass
9. Brand experience masterclass
10. Omnichannel experience masterclass
11. And more

OPEN COURSES

Omnichannel Experience Design Workshop

Overview

Get the requisite knowledge & skill to transition from multichannel CX delivery to omnichannel CX delivery

Outline

- The modern-day African consumer
- The transition from multichannel to omnichannel (includes a practical checklist to identifying the right time to transition)
- Omnichannel experience trends, pros & cons and components
- The integration of 5 CX pillars into an omnichannel experience
- The role of people, processes, culture and technology in delivering an omnichannel experience
- Designing, auditing and managing an omnichannel experience (includes omnichannel experience metrics)
- Omnichannel experience design – practical session

Target Audience

Heads and managers of customer experience, customer service, customer success, retail stores/branches and contact centres.

Other Details

Date: For country-specific dates, see pages 13 and 14
Course Fee: For country-specific fees, see pages 13 and 14
Time: 9 am to 3 pm daily (breakfast served at 8:30 am)

01

Customer Service Experience (CSX) Design Workshop

Overview

Get the requisite knowledge & skill to research, design and implement customer service experiences that increase customer profitability.

Outline

- Understanding the African consumer (needs, expectations and journey)
- CSX in Africa – where we are today, why, how, what and when
- CSX design – vision, objectives, blueprinting, standards, people, systems, processes and innovation
- Improving CSX in an organization – where to start, strategy design and roadmap (practical session)
- Sustaining improved CSX i.e. visioning, objectives, blueprinting, standards, people, systems, processes and innovation

Target Audience

Customer service, retail store, operations and contact centre managers and heads of department

02

Other Details

Date: For country-specific dates, see pages 13 and 14
Course Fee: For country-specific fees, see pages 13 and 14
Time: 9 am to 3 pm daily (breakfast served at 8:30 am)

Feedback Management & Journey Mapping Workshop

Overview

Get the requisite knowledge & skill to effectively gather and use customer feedback to improve customer satisfaction & retention in an organization.

Outline

- Understanding customer feedback
- The scientific approach to designing customer feedback surveys
- Converting customer feedback into a customer journey map
- Using customer feedback (preparing a report, engaging different stakeholders, designing experience improvement initiatives, closing the loop, tracking execution & improvement status, and defining & tracking CX metrics and business KPIs)
- Designing a customer feedback management process
- Practical session (designing & converting insights from a survey into a current state journey map using technology)

Target Audience

Heads and managers of customer service, products, customer experience, retail stores, contact centres, etc

Other Details

Date: For country-specific dates, see pages 13 and 14
Course Fee: For country-specific fees, see pages 13 and 14
Time: 9 am to 3 pm daily (breakfast served at 8:30 am)

03

Customer Experience (CX) Management Masterclass

Overview

Get the requisite knowledge & skill to effectively identify gaps in CX to improve it while managing CX operations end to end across an organization.

Outline

- The evolution of the African customer & CX trends
- The concept, meaning and importance of CX management
- The 7 CX management competencies
- The CX management end-to-end process
- Structuring the operations of an effective CX management team
- CX management challenges and dissecting your job role & responsibilities
- CX management key performance indicators (KPIs) and dashboarding
- Internal stakeholder and C-Suite management
- Guide to sourcing the right CX management solution

Target Audience

Directors, group heads, heads and managers of customer service, customer experience, customer success, customer relationship management, operations, etc

Other Details

Date: For country-specific dates, see pages 13 and 14
Course Fee: For country-specific fees, see pages 13 and 14
Time: 9 am to 3 pm daily (breakfast served at 8:30 am)

04

Employee Experience (EX) Design & Management Workshop

Overview

Get the requisite knowledge & skill to research, design and measure EX to increase productivity, employee advocacy and reduce attrition rate.

Outline

- EX i.e. meaning, importance and components
- EX management i.e. its meaning, importance, and components
- Employee lifecycle/journey
- EX measurement and metrics
- The role of peers, supervisors, and leadership in EX management
- How to design and manage an EX blueprint (practical session)
- The correlation between EX, customer experience, and business performance
- How to design and implement an EX strategy (practical session)

Target Audience

C-level executives and heads or group heads of department especially human resource management and learning and development

05

Other Details

Date: For country-specific dates, see pages 13 and 14
Course Fee: For country-specific fees, see pages 13 and 14
Time: 9 am to 3 pm daily (breakfast served at 8:30 am)

Customer Experience (CX) Strategy Workshop

Overview

Get the requisite knowledge & skill to design, implement and measure the outcome of a CX strategy that solves business problems.

Outline

- A business-specific approach to understanding customers
- A business-specific approach to understanding and managing CX
- CX Strategy i.e. understanding strategy & CX strategy benefits, components, contextualizing a CX strategy, CX strategy design and preparing a CX strategy proposal
- Appraising 2022 CX management performance against customer profitability and operational efficiency (BONUS PRE & WORKSHOP SESSION)
- Group/Practical CX strategy session

Target Audience

Heads and managers of customer service, products, customer experience, retail stores, contact centres, business development, strategy, etc

Other Details

Date: For country-specific dates, see pages 13 and 14
Course Fee: For country-specific fees, see pages 13 and 14
Time: 9 am to 3 pm daily (breakfast served at 8:30 am)

06

2023 Open Course Schedule (Nigeria)

The below table contains the course titles, duration, dates and course fee per participant in 2023. **Please note that Naira (NGN) equivalent of the course fee will be available on demand and subject to parallel market exchange rates.**

Country	Duration	Date (2023)	Duration	Course Fee ($)
Nigeria	• Omnichannel Experience Design Workshop	• January 30th - February 1st	3 Days Per Course	• Early Bird: $449.5 • Regular: $539.4
	• Customer Service Experience (CSX) Design Workshop	• February 27th - March 1st		
	• Feedback Management & Journey Mapping Workshop	• March 29th - March 31st		
	• Customer Experience (CX) Management Masterclass	• May 10th - May 12th		
	• Employee Experience (EX) Design & Management Workshop	• May 29th - May 31st		
	• Customer Experience (CX) Strategy Workshop	• June 28th - June 30th		

2023 Open Course Schedule (Other African Countries)

The below table contains the course titles, duration, dates and course fee per participant in 2023. **Please note** that the difference in rates per country takes into cognizance logistic expenses outside the institute's home country; Nigeria.

| Country	Duration	Date (2023)	Duration	Course Fee ($)
Ghana (Accra)	• Omnichannel Experience Design Workshop	• March 13th – March 15th	3 Days Per Course	• Early Bird: $689 • Regular: $826.8
	• Customer Experience (CX) Management Masterclass	• March 16th – March 18th		
Kenya (Nairobi)	• Omnichannel Experience Design Workshop	• April 17th – April 19th	3 Days Per Course	• Early Bird: $1,230 • Regular: $1,476
	• Customer Experience (CX) Management Masterclass	• April 20th – April 22th		
South Africa (Johannesburg or Cape Town)	• Omnichannel Experience Design Workshop	• April 24th – April 26th	3 Days Per Course	• Early Bird: $1,230 • Regular: $1,476
	• Customer Experience (CX) Management Masterclass	• April 27th – April 29th		
Tunisia (Tunis)	• Omnichannel Experience Design Workshop	• May 1st – May 3rd	3 Days Per Course	• Early Bird: $1,230 • Regular: $1,476
	• Customer Experience (CX) Management Masterclass	• May 4th – May 6th		

BENEFITS

FREE CX MANAGEMENT TOOLKIT!
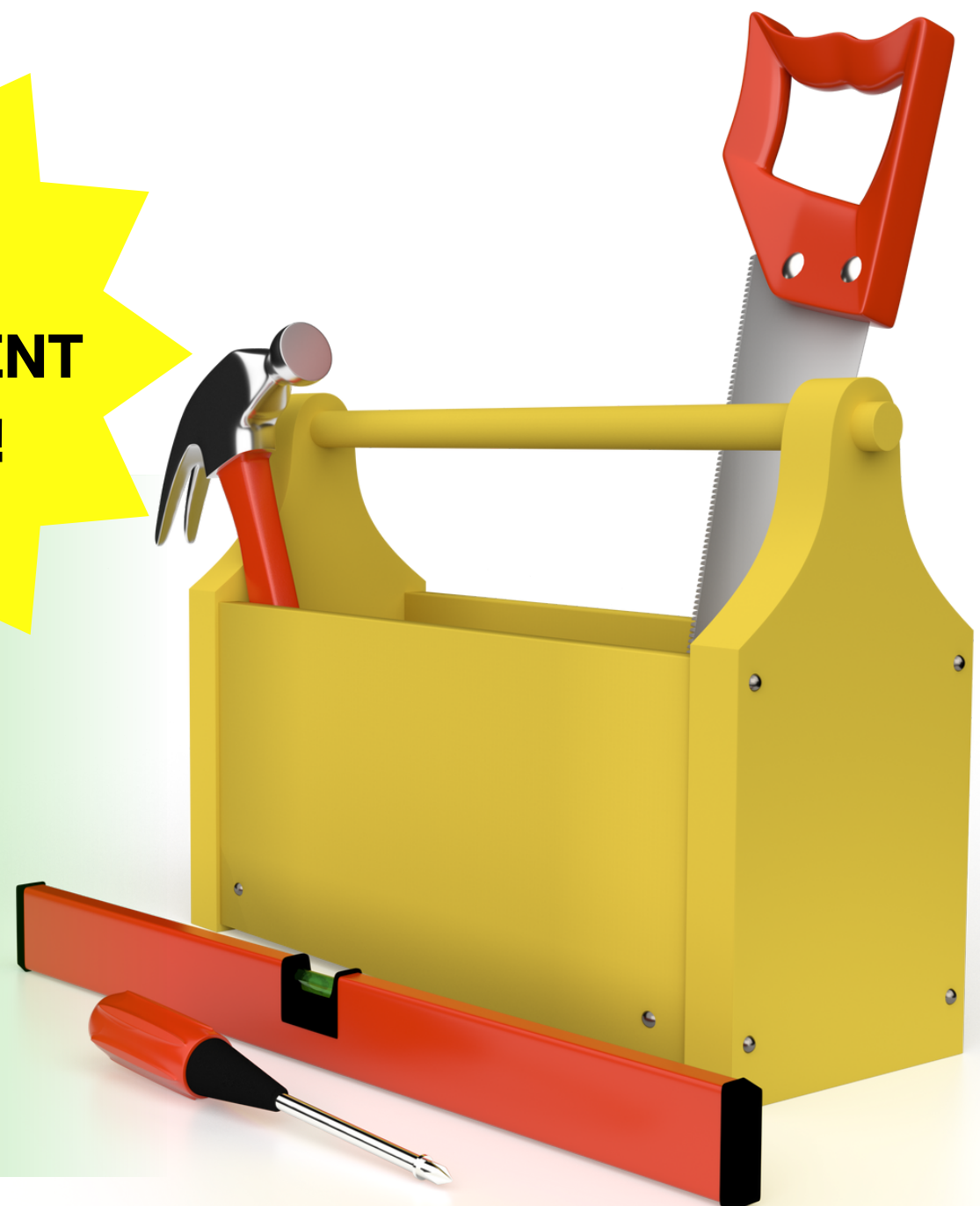
WHAT YOU WILL GET

FREE CX MATURITY ASSESSMENT

FREE CX MANAGEMENT TEMPLATES

VIRTUAL CAPSTONE PROJECT GUIDE (30 MINS)

FREE CUSTOMER FEEDBACK EBOOK

ELECTRONIC CERTIFICATE

MEET THE LEAD FACULTY

deBBie akwara, XMP, CMC

A Business Transformation Leader | Helping Businesses in Africa Increase Customer Profitability & Improve Employee Experience.

deBBie is the founder and chief executive officer (CEO) at the Niche Customer Experience group and on a mission to grow businesses in Africa, one CX at a time using Africa-inspired methodologies, frameworks and structures.

She has/is:

- 20+ years of multi-sector CX experience leading CX success in the banking, telecommunications, education, and consulting sectors recording an increase in self-service channel adoption of up to 2000% and an increase in revenue of up to NGN300 million
- a certified experience management professional (XMP)
- a certified management consultant (CMC)
- a top 50 globally recognized CX thought leader and influencer (2020/21/22)
- a top 33 woman in CX to follow in 2022
- a top 175 B2B thought leaders to follow in 2023
- a top 50 thought leader and influencer in Africa (2022)
- a CX author (3 books) i.e. Customer Pulse Check (available on Amazon), 10 Common Mistakes SMEs make and CX Food For Thought (a compilation of 113 customer experience quotes by deBBie akwara)
- the visionary & sponsor, of Customer Experience Africa Summit & Awards
- the visionary, lead researcher and author, of the State of CX in West Africa and Africa annual report

CONTACT US

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for more information i.e. registrations, group bookings, sponsorships & paid partnership enquiries.

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