

ElevateCX

Elevating Experiences. Empowering Businesses.

2026 PROGRAMME GUIDE

The CX Edge

Webinar Series 2026

Elevating Experiences. Empowering Businesses.

Six transformative sessions designed to sharpen your customer experience skills, strengthen your team, and give your business a measurable competitive edge. Led by **Yanique Grant, CEO, ElevateCX LLC.**

Your 2026 Series at a Glance

Six carefully curated sessions running from May through November 2026, each one tackling a critical dimension of customer experience excellence.

Session	Date	Topic
Session 1	May 14, 2026	First Impressions Are Forever
Session 2	June 16, 2026	Feelings First
Session 3	July 14, 2026	From Complaint to Loyal Customer
Session 4	September 15, 2026	The New Manager's Survival Guide
Session 5	October 13, 2026	Heart Over Hardware
Session 6	November 17, 2026	Measure What Matters

✔ **Early Bird pricing available** for each session, registration closes the week before each webinar. Register at www.theelevatecx.com | +786-681-9195 | yanique@theelevatecx.com

Investment & Pricing

Flexible options to suit individuals and teams, with a single session option that delivers exceptional value.

Single Session

\$30

Per Person, Per Session

- Access to one live webinar
- Session materials included
- Early Bird pricing available

📌 **Built for flexibility:** different team members can attend the sessions that are most relevant to their role, job function, or business needs. That means organizations can tailor participation instead of sending everyone to every session.

📌 Registration closes the week before each webinar. Secure your spot early to take advantage of Early Bird pricing. Visit www.theelevatecx.com to register.

How to Win the Customer in the First 60 Seconds

First Impressions Are Forever

1

The 60 Second Window

Understand why customers form lasting judgments almost instantly and what that means for your team.

2

The Power of the Greeting

Master the elements of a greeting that signals competence, warmth, and professionalism from the first word.

3

Body Language and Presence

Learn how posture, eye contact, and energy communicate before you even speak.

4

Managing First Contact Under Pressure

Build the tools to stay composed and customer focused even during your busiest moments.

Who Should Attend

- Customer facing staff in any industry
- Frontline team leaders and supervisors
- Retail, hospitality, and service professionals
- Call centre and reception staff
- Anyone who represents a brand at first point of contact

Learning Outcomes

- Apply a proven greeting formula that builds instant customer trust
- Identify and correct the most common first impression mistakes
- Use body language and tone deliberately to create positive first moments
- Manage high pressure first contact situations with confidence
- Set the tone for the entire customer interaction from the very first second

Using Emotional Intelligence to Handle Difficult Customers Without Losing Yourself

Feelings First

1

Understanding Emotional Triggers

Identify what triggers emotional reactions in both customers and yourself, and why recognising them early changes everything.

2

Self-Regulation Under Pressure

Learn practical techniques to stay grounded and professional even when a customer is at their most difficult.

3

Empathy as a Business Tool

Explore how genuine empathy, not scripted sympathy, de-escalates tension and rebuilds rapport quickly.

4

De-escalation Without Doormat Behaviour

Discover how to calm a situation firmly and respectfully without surrendering your authority or dignity.

Who Should Attend

- Frontline staff who regularly deal with upset or demanding customers
- Call centre agents and customer support teams
- Team leaders managing emotionally charged interactions
- Sales and account management professionals
- Anyone experiencing emotional fatigue from customer-facing work

Learning Outcomes

- Identify personal emotional triggers and manage responses in real time
- Apply emotional intelligence techniques to de-escalate difficult interactions
- Use empathy strategically to shift customer emotions from frustration to trust
- Maintain professionalism and personal dignity during high-pressure conversations
- Reduce emotional exhaustion by building healthier emotional boundaries at work

From Complaint to Loyal Customer

Turning Service Recovery into a Competitive Advantage

1

The Service Recovery Paradox

Understand why a well handled complaint can create stronger loyalty than a problem free experience.

2

The Anatomy of a Complaint

Break down what customers are really saying, and feeling, when they complain, and why most businesses get it wrong.

3

A 3 Step Recovery Framework

Apply a clear, repeatable process for acknowledging, resolving, and following up on service failures.

4

From Conflict to Connection

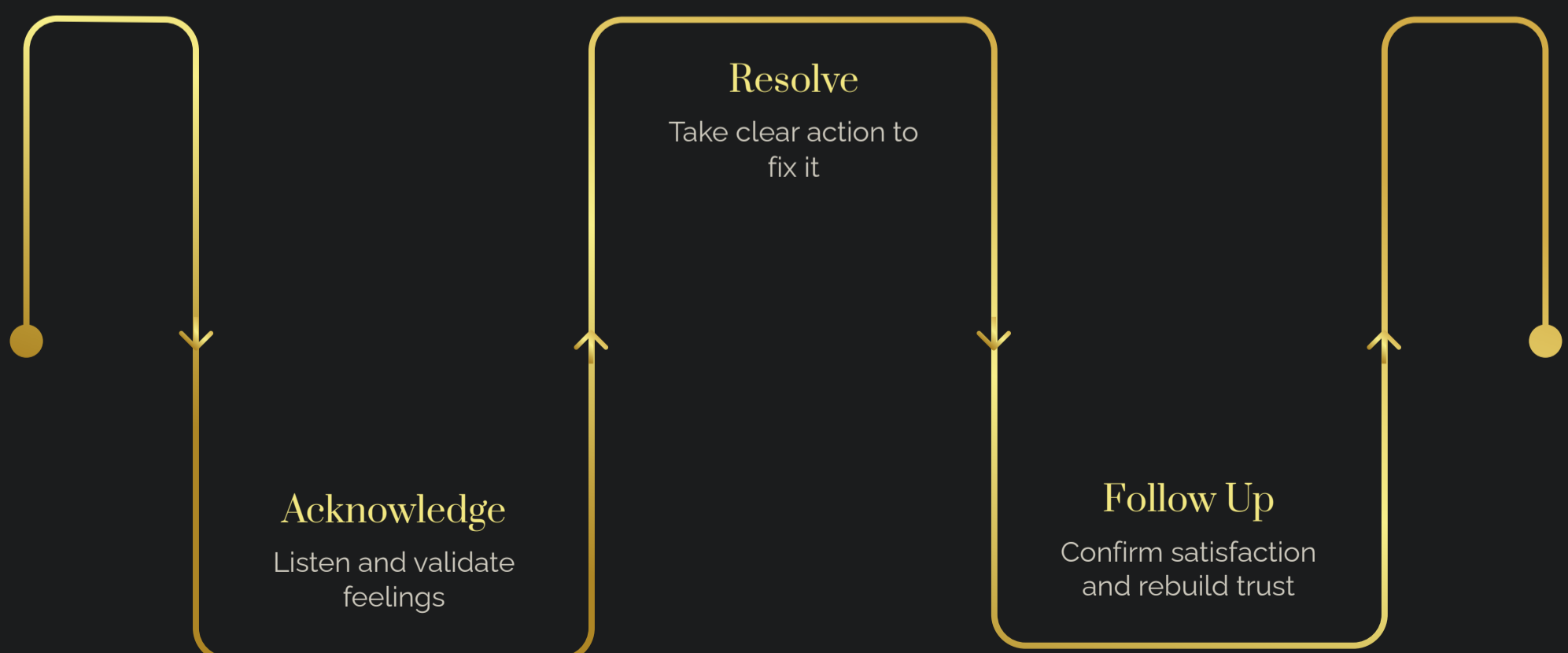
Learn how to leave every service recovery interaction with the customer feeling heard, valued, and more loyal than before.

Who Should Attend

- Customer service managers and team leaders
- Frontline staff who handle complaints and escalations
- Call centre agents and support teams
- Business owners who want to reduce customer churn
- Anyone responsible for service quality and customer retention

Learning Outcomes

- Explain and apply the service recovery paradox to real customer situations
- Identify the root emotional and practical needs behind customer complaints
- Use a 3 step framework to resolve complaints consistently and confidently
- Transform negative customer experiences into opportunities for deeper loyalty
- Reduce the fear and anxiety frontline staff often feel when handling complaints



This repeatable three step framework gives every team member a confident, consistent approach to turning service failures into loyalty building moments.

The New Manager's Survival Guide

Leading a Service Team Without Losing Their Respect

1

From Peer to Leader

Navigate the shift from being a team member to leading the same team, without losing relationships or authority.

2

Feedback That Motivates

Learn how to give feedback that inspires performance rather than creating defensiveness or disengagement.

3

Setting Standards Without Micromanaging

Build a culture of accountability that empowers your team to perform without constant oversight.

4

The Conversation Every New Manager Avoids

Develop the confidence to have difficult conversations that define great leadership, early and professionally.

Who Should Attend

- Newly promoted team leaders and supervisors
- First time managers in customer service environments
- Senior frontline staff preparing for leadership roles
- HR professionals supporting new manager development
- Business owners building their first management layer

Learning Outcomes

- Navigate the transition from individual contributor to team leader with confidence
- Deliver feedback that motivates improvement without damaging team relationships
- Set clear performance standards and hold the team accountable respectfully
- Have difficult conversations early and professionally before small issues escalate
- Build credibility and trust with a team as a new or recently promoted leader

Heart Over Hardware

Mastering the Human Skills That AI Can't Touch

1

Reframing the AI Conversation

Move from fear of replacement to confidence in your irreplaceable value as a human in the service equation.

2

Empathy, Warmth, and Presence

Explore the human qualities that customers still crave, and that no technology can authentically replicate.

3

Adaptability as a Competitive Skill

Build the mindset and practical tools to thrive in environments that are constantly changing.

4

Human Connection as Brand Differentiation

Understand how businesses that invest in human skills outperform those that rely solely on automation.

Who Should Attend

- Customer service professionals in technology driven industries
- Teams navigating digital transformation or AI integration
- Leaders who want to future proof their workforce
- Business owners evaluating where human service adds the most value
- Anyone who wants to understand their competitive edge in an AI driven world

Learning Outcomes

- Articulate your unique value as a human service provider in an AI assisted environment
- Apply empathy, adaptability, and presence as deliberate professional competencies
- Identify where human interaction creates the most impact in the customer journey
- Build confidence and resilience in the face of rapid technological change
- Position human connection as a strategic differentiator for their organisation

Measure What Matters

How to Know If Your Team Is Actually Delivering Great Customer Experience

1

Beyond No Complaints

Challenge the assumption that silence equals satisfaction and understand what customers are really experiencing.

2

The Three Essential CX Metrics

Demystify NPS, CSAT, and FCR, what they mean, how to measure them simply, and what they reveal about your service.

3

Collecting Feedback That Tells the Truth

Design feedback processes that capture honest customer sentiment rather than socially polite responses.

4

Presenting CX Data to Leadership

Learn how to package and present CX insights in a way that gets attention, drives decisions, and secures resources.

Who Should Attend

- Customer experience managers and team leaders
- Business owners who want data driven insight into their service quality
- Quality assurance and operations professionals
- HR and training managers measuring the impact of service training
- Anyone responsible for reporting on customer satisfaction to senior leadership

Learning Outcomes

- Explain and apply NPS, CSAT, and FCR as practical service measurement tools
- Design simple feedback collection processes that generate honest, actionable data
- Identify the gap between perceived and actual customer satisfaction in their organisation
- Present CX metrics to leadership in a clear, compelling, and decision ready format
- Build a continuous improvement mindset grounded in real customer feedback



Register Today

Join hundreds of customer experience professionals across the region who are investing in their skills, their teams, and their competitive edge. The CX Edge Webinar Series 2026 is your opportunity to learn, grow, and lead with confidence.

Single Session

USD \$30.00 per person

Attend any individual session that fits your needs.

Early Bird

Limited Availability

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