

SEYA CAPITAL
INSIGHT · STRATEGY · GROWTH

LEADERSHIP PROGRAMMES

Transforming Customer Experiences

Designing Journeys That Build Loyalty and Value

SECTOR	FORMATS	FEE FROM	2027 SESSIONS
Leadership Programmes	5 days & 2 weeks	US$ 2,650	3

OVERVIEW

About this course

Customer expectations in financial services have been reshaped by experiences from outside the industry, and institutions that fail to deliver seamless, personalised and responsive experiences risk losing customers to more agile competitors. Transforming the customer experience is no longer a marketing initiative — it is a strategic imperative that touches every part of an organisation, from product design and digital channels to frontline service and complaint handling.

This Seya Capital course equips leaders with the frameworks and skills needed to transform customer experience — covering understanding and mapping the customer journey, designing experiences around customer needs, using data and technology to personalise experience, and the leadership practices needed to embed a genuine customer-centric culture.

2027 SCHEDULE

Dates, venues & fees

DATES	VENUE	FORMAT	FEE PER DELEGATE
4 – 8 Jan 2027	Kuala Lumpur, Malaysia	5 days	**US$ 2,900**
11 – 22 Jan 2027	Port Elizabeth, South Africa	2 weeks	**US$ 4,770**
18 – 22 Jan 2027	Port Elizabeth, South Africa	5 days	**US$ 2,650**

Fees exclude travel and accommodation. This course is also available in-house, on dates and at a venue of your choice.

OBJECTIVES

By the end of the course

Participants will be able to:

- Understand the drivers of exceptional customer experience in financial services
- Map and analyse customer journeys to identify pain points and opportunities
- Design customer experiences that build loyalty and long-term value
- Use data and technology to personalise the customer experience
- Build a genuinely customer-centric organisational culture
- Measure and continuously improve customer experience performance

WHO SHOULD ATTEND

Designed for

This Seya Capital course is suitable for a wide range of professionals, including:

- Customer experience and marketing professionals
- Product and digital channel leaders
- Branch, contact centre and frontline service leaders
- Senior executives overseeing customer strategy
- Business development and relationship management professionals

PROGRAMME

Course outline

Day One: Understanding Customer Experience Today

- Understanding what drives exceptional customer experience
- How customer expectations are being reshaped across industries
- The business case for investing in customer experience
- Self-assessment: evaluating current customer experience maturity
- Case studies of outstanding customer experience in financial services

Day Two: Mapping the Customer Journey

- Building comprehensive customer journey maps
- Identifying pain points and moments that matter
- Understanding customer needs, emotions and expectations at each stage
- Prioritising journey improvements for maximum impact
- Practical exercise: mapping a customer journey for a financial product

Day Three: Designing Experiences Around Customer Needs

- Applying customer-centred design principles
- Designing seamless experiences across digital and physical channels
- Balancing efficiency with genuine human connection
- Co-creating experiences with customer input
- Practical exercise: redesigning a customer experience touchpoint

Day Four: Using Data and Technology to Personalise Experience

- Using customer data to personalise products and communication
- Leveraging technology and AI to enhance customer experience
- Balancing personalisation with privacy and trust
- Avoiding over-reliance on technology at the expense of empathy
- Practical exercise: designing a personalised customer experience initiative

Day Five: Building a Customer-Centric Culture

- Embedding customer-centricity into organisational culture
- Building cross-functional ownership of customer experience
- Measuring and tracking customer experience performance
- Building a personal customer experience transformation action plan
- Course summary, key takeaways and action planning

METHODOLOGY

How you will learn

This Seya Capital course combines structured presentations with case studies, customer journey mapping workshops and group discussion. Delegates work through real customer experience challenges from financial services, applying practical frameworks they can bring back to their own institutions.

IMPACT

The return on learning

For your organisation

- Improved customer satisfaction, loyalty and retention
- A more coherent, consistent customer experience across channels
- Enhanced competitive differentiation through superior customer experience
- Increased customer lifetime value and cross-sell opportunities
- A stronger, more embedded customer-centric organisational culture

For you

- A clear understanding of what drives exceptional customer experience
- Practical skills in mapping and analysing customer journeys
- Improved ability to design experiences around genuine customer needs
- Confidence to use data and technology to personalise experience
- Greater capability to lead customer experience transformation

CERTIFICATION

Seya Capital certificate

On successful completion of this Seya Capital training course, delegates will be awarded a Seya Capital Certificate of Completion.

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Register or enquire

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