

**Lead the way
in Customer
Experience**

**Add 3 US
College
Credits in
London**

►► **Professional Certificate**

CX Customer Experience Management

London and Brighton

Start your journey to becoming a leader in customer experience (CX) and customer strategy.

Learn how to design outstanding customer journeys and drive brand loyalty with practical tools covering customer psychology, digital innovation, data insights, and AI technologies.

Develop the skills to deliver exceptional experiences and help businesses grow.

This course is perfect for:

Future professionals aiming for customer experience, marketing, CRM, operations, or innovation roles

Entrepreneurs and career changers building customer-first businesses

Front-line employees and early-career professionals who want to move into customer strategy and experience leadership

Students who want to explore customer experience management before advancing to degree-level study

What will you learn?

Introduction to CX Management

Customer Psychology and Behaviour in Experience Design

Data-Driven Customer Insights & Market Research

Designing and Managing the Customer Journey

Service Excellence and Five-Star Delivery

Measuring and Managing CX Performance

Technology, Automation and the Future of CX

Managing Customer Complaints and Crisis Response

Building a Customer-Centric Culture

Inclusive CX Innovation Lab

 **Company visit**

 **Guest speaker**

 **4 weeks / 60 hours**

 **Vlog and presentation**

 **B1+**

 **Group work**

 **Project**

2026 start dates:

London: 2 Mar, 4 May*, 6 Jul, 7 Sep, 2 Nov

Brighton: 4 May*

*If start date falls on a bank holiday, classes begin on Tuesday

Entry level: 18 years and older/ Level 5 (Bayswater)/B1+ (CEFR) Requirement

Why Bayswater?

Bayswater provides global upskilling experiences that equip students with the practical skills and confidence to thrive in the future of work.

Our courses blend real-world experience, strategic thinking, and essential soft skills to help students stand out in today's competitive job market.

Certificates we offer in the UK:

Luxury Brand Management

CX Customer Experience Management

International Business Management

Project Management

Digital Marketing

Stack your skills

Our certificates act as micro-credentials. This focused learning allows you to quickly grow or update your skill set for in-demand industries.

Get ready for the future of work with us.



**FAIRLEIGH
DICKINSON
UNIVERSITY**

The Bayswater advantage – Gain global skills when you study with us:

By enrolling with us, **we'll additionally upskill you** in Communication and Intercultural Competence, Critical Thinking, Collaboration, Problem Solving, AI and Digital Literacy and Presenting. You will receive an additional **Global Skills Certificate** (digital) that recognises these new skills.

You will get the opportunity to **gain further skills, outside of the classroom**. Our Digital Badges in Volunteering, Networking, Leadership and Employability are another way to **stand out to potential employers**.



Turn a Certificate into US College Credit

Earn a recognised academic advantage with Bayswater. Study a Certificate and you can gain **3 US college credits**, accredited by Fairleigh Dickinson University (FDU). It is credit you can carry forward: a verified pathway to transfer university credits to a home institution, or to count it towards a degree.

[Find out more](#)

Sample Timetable 2026*

	Monday	Tuesday	Wednesday	Thursday	Friday
	14:10 - 17:30 PM				
Week 1	Introduction to CX Management	Customer Psychology and Behaviour in Experience Design	Group project	Data-Driven Insights & Market Reserch	Designing and Managing the Customer Journey
Week 2	Service Excellence and Five-Star Delivery	Measuring and Managing CX Performance	Group project	Company visit	Technology, Automation and the Future of CX
Week 3	Managing Customer Complaints and Crisis Response	Inclusive Innovation Lab	Group project	Guest speaker	Building a Customer-Centric Culture
Week 4	Project Development	Presentation preparation	Group project	Final presentations	Course wrap-up

*Class times may vary depending on start date.



Email us: bookings@bayswater.ac

Visit us in London
167 Queensway, London W2 4SB
Call us: +44 (0)20 7221 7259

Visit us in Brighton
61 Western Rd, Hove BN3 1JD
+44 (0) 1273 646 510

Agent enquiries
Our agents are appointed experts in your country and can give you specialist advice on our courses, as well as any visa requirements.

For agent sales enquiries please contact us at
sales@bayswater.ac

