

Available in:  
**Toronto & Calgary**

## 2026 start dates:

Toronto: 6 Apr, 19 Oct

Calgary: 12 Jan, 6 Apr, 29 Jun, 21 Sep

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

### Professional Course

# CX Customer Experience Management

## Lead the way in customer experience

Start your journey to becoming a leader in customer experience (CX) and customer strategy. Led by ESL professionals, 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:

English learners who want to communicate professionally

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

 Presentation

 B1+

 Group work

 Project

## Why Bayswater?

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

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

## Courses we offer in Canada:

CX Customer Experience Management

International Business Management

Project Management

Digital Marketing

## Stack your skills

Our 4-week courses allows you to quickly grow or update your skill set for in-demand industries.

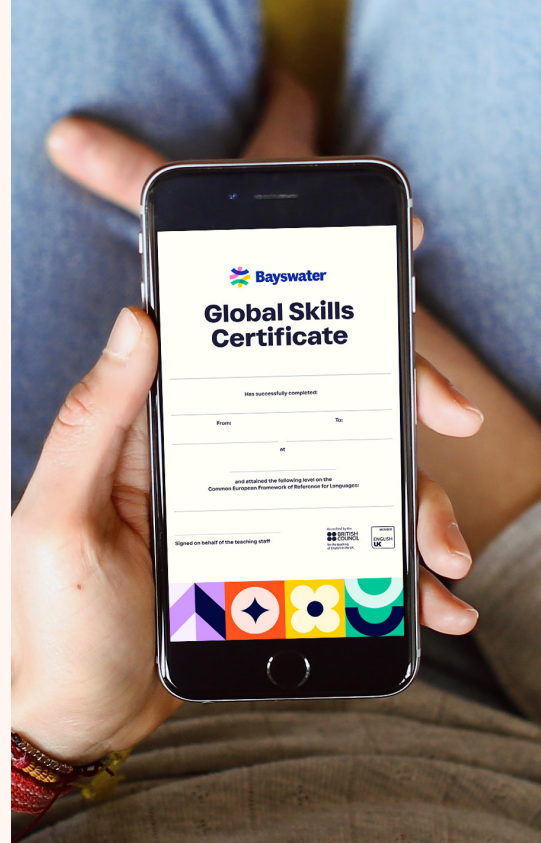
Get ready for the future of work with us.



## 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**.



## Sample Timetable 2026\*

	Monday	Tuesday	Wednesday	Thursday	Friday
Toronto: 09:00 - 12:15   Calgary: 14:30-17:45					
<b>Week 1</b>	Introduction to CX Management	Customer Psychology and Behaviour in Experience Design	Group project	Data-Driven Insights & Market Reserch	Designing and Managing the Customer Journey
<b>Week 2</b>	Service Excellence and Five-Star Delivery	Measuring and Managing CX Performance	Group project	Company visit	Technology, Automation and the Future of CX
<b>Week 3</b>	Managing Customer Complaints and Crisis Response	Inclusive Innovation Lab	Group project	Guest speaker	Building a Customer-Centric Culture
<b>Week 4</b>	Project Development	Presentation preparation	Group project	Final presentation	Course wrap-up

\*Class times may vary depending on start date.



**Visit us in Toronto**  
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Call us: +1 (416) 223-7855

**Visit us in Calgary**  
840 6 Ave SW #100, Calgary, AB T2P 3E5, Canada  
Call us: +1 403-265-6936

**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](mailto:sales@bayswater.ac)

Email us:  
[bookings@bayswater.ac](mailto:bookings@bayswater.ac)

