



2025 start dates:

London:

6 May, 7 Jul, 1 Sep, 3 Nov

Bournemouth:

6 May, 7 Jul, 1 Sep, 3 Nov

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

**New
programme**

►► Professional Certificate

Customer Experience Management (CX)

London and Bournemouth

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.

Who is it For?

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



Presentation



B1+



Group project & vlog

Lead the way in Customer Experience

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.

Certificates we offer in UK:

- › Digital Marketing
- › International Business Management
- › Luxury Brand Management

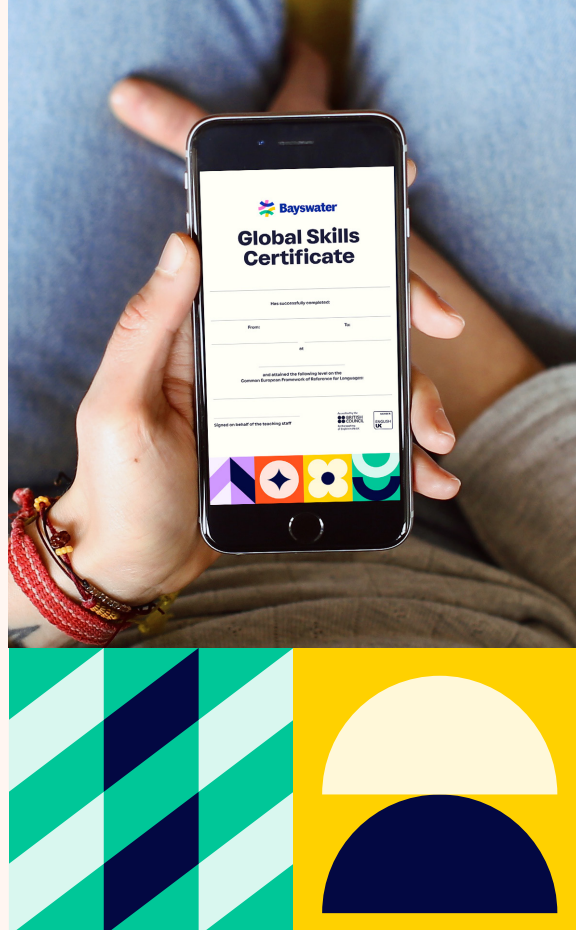
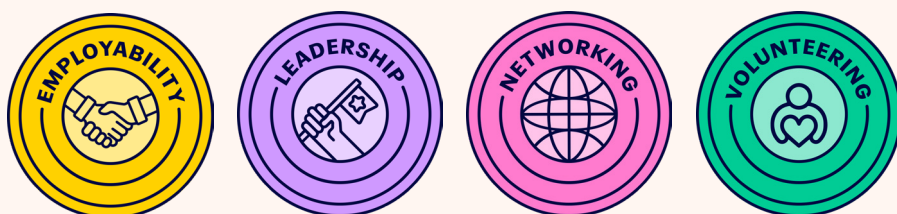
Stack your skills

Our certificates act as micro-credentials. Micro-credentials are focused learning that allows you to quickly build up your skills. Get ready for the future of work with us.

The Bayswater advantage – Get 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 Customer Experience Management 2025*

	Monday	Tuesday	Wednesday	Thursday	Friday
	Monday - 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 presentation	Course wrap-up

*Class times may vary depending on start date.



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. Contact us for an agent in your area.

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