

SBD INSTITUTE

Training | Research | Consulting



CUSTOMER EXPERIENCE & SERVICE EXCELLENCE ACADEMY™

Designing Exceptional Experiences. Building Service Cultures. Driving Customer Loyalty.

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CX & Service Programmes

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About the Customer Experience & Service Excellence Academy

The SBD Institute Customer Experience & Service Excellence Academy™ is a specialised platform designed to help organisations deliver outstanding customer experiences and build service-driven cultures.

In today's competitive environment, products and pricing are no longer enough. The context is clear:

Organisations WIN through:	Many organisations STRUGGLE with:
– Consistent, high-quality service – Positive experiences across all touchpoints – Strong customer relationships – A deeply embedded service culture	– Inconsistent service delivery – Poor handling of customer complaints – Low customer retention rates – Lack of customer-centric culture

This Academy addresses these challenges through a portfolio of customer experience programmes, service excellence training, and customer-centric transformation solutions.

Our Philosophy

We Believe

- Customer experience is a key driver of business performance
- Every employee contributes to the customer journey
- Service excellence must be intentional and structured
- Customer loyalty is built through consistent positive experiences
- Culture drives how customers are treated

Our Programmes Are Designed To

- Improve customer satisfaction and retention
- Build service-oriented behaviours and disciplines
- Strengthen customer engagement at every touchpoint
- Drive business growth through exceptional experiences

Programme Portfolio Overview

Nine specialist programmes covering every dimension of customer experience — from frontline service excellence to digital CX, complaint handling, culture transformation, and CX leadership:

01 Customer Experience Excellence Programme™*Designing and Delivering Exceptional Customer Journeys*

For: CX Teams, Managers, Frontline Staff

03 Complaint Handling & Service Recovery Programme™*Turning Complaints into Loyalty Opportunities*

For: Customer Service Teams, Call Centres

05 Customer Relationship Management Programme™*Building Long-Term Customer Relationships*

For: Relationship Managers, Sales Teams

07 Customer Experience Leadership Programme™*Leading Customer Experience Transformation*

For: Managers, CX Leaders, Executives

09 Service Quality & Performance Measurement Programme™*Measuring and Continuously Improving Service Delivery*

For: Managers, CX Teams, Quality Assurance Teams

02 Service Excellence & Customer Care Programme™*Delivering Outstanding Service at Every Touchpoint*

For: Frontline Staff, Customer Service Teams

04 Customer-Centric Culture Transformation Programme™*Embedding Customer Focus Across the Organisation*

For: Leadership Teams, Entire Organisations

06 Frontline Excellence Programme™*Empowering Customer-Facing Teams*

For: Frontline Staff, Reception, Sales Teams

08 Digital Customer Experience Programme™*Enhancing Experience in Digital Channels*

For: Digital Teams, Marketing Teams, CX Teams

Programme Details

01	Customer Experience Excellence Programme™ FLAGSHIP PROGRAMME <i>Designing and Delivering Exceptional Customer Journeys</i>	
PROG.	Ideal For: CX Teams, Managers, Frontline Staff	
	FOCUS AREAS – Customer journey mapping and analysis – Experience design across all touchpoints – Service consistency and standards – Customer touchpoint optimisation	IDEAL FOR – CX Teams – Managers – Frontline Staff
02	Service Excellence & Customer Care Programme™ <i>Delivering Outstanding Service at Every Touchpoint</i>	
PROG.	Ideal For: Frontline Staff, Customer Service Teams	
	FOCUS AREAS – Customer service fundamentals and standards – Professional and empathetic communication – Service standards and quality benchmarks – Customer handling skills and techniques	IDEAL FOR – Frontline Staff – Customer Service Teams
03	Complaint Handling & Service Recovery Programme™ <i>Turning Complaints into Loyalty Opportunities</i>	
PROG.	Ideal For: Customer Service Teams, Call Centres	
	FOCUS AREAS – Complaint handling techniques – Service recovery strategies and frameworks – Managing difficult and emotional customers – Turning negative experiences into positive outcomes	IDEAL FOR – Customer Service Teams – Call Centres
04	Customer-Centric Culture Transformation Programme™ <i>Embedding Customer Focus Across the Organisation</i>	
PROG.	Ideal For: Leadership Teams, Entire Organisations	
	FOCUS AREAS – Building customer-centric values and behaviours – Behavioural change strategies – Leadership role in driving customer experience – Culture alignment with customer-first priorities	IDEAL FOR – Leadership Teams – Entire Organisations

05

Customer Relationship Management Programme™*Building Long-Term Customer Relationships***PROG.**

Ideal For: Relationship Managers, Sales Teams

FOCUS AREAS

- Relationship building and trust
- Customer retention strategies
- Personalised service delivery
- Client engagement and loyalty

IDEAL FOR

- Relationship Managers
- Sales Teams

06

Frontline Excellence Programme™*Empowering Customer-Facing Teams***PROG.**

Ideal For: Frontline Staff, Reception, Sales Teams

FOCUS AREAS

- Professional customer interaction
- Communication skills and confidence
- Creating powerful first impressions
- Service etiquette and professionalism

IDEAL FOR

- Frontline Staff
- Reception
- Sales Teams

07

Customer Experience Leadership Programme™*Leading Customer Experience Transformation***PROG.**

Ideal For: Managers, CX Leaders, Executives

FOCUS AREAS

- CX strategy development and execution
- Leading and motivating service teams
- Performance management in CX roles
- Customer experience metrics and accountability

IDEAL FOR

- Managers
- CX Leaders
- Executives

08

Digital Customer Experience Programme™*Enhancing Experience in Digital Channels***PROG.**

Ideal For: Digital Teams, Marketing Teams, CX Teams

FOCUS AREAS

- Digital customer journey design
- Online service delivery standards
- Customer engagement on digital platforms
- Omnichannel experience and consistency

IDEAL FOR

- Digital Teams
- Marketing Teams
- CX Teams

09	Service Quality & Performance Measurement Programme™ <i>Measuring and Continuously Improving Service Delivery</i>	
PROG.	Ideal For: Managers, CX Teams, Quality Assurance Teams	
	FOCUS AREAS – Service KPIs and quality metrics – Customer satisfaction measurement systems – Feedback design and analysis – Continuous improvement frameworks	IDEAL FOR – Managers – CX Teams – Quality Assurance Teams

Advisory & Consulting Services

Beyond structured programmes, the Academy provides customer experience consulting to diagnose, design, and transform service delivery at the systemic level:

Customer Experience Diagnostics & Audits	– Customer journey assessment – Service gap analysis – Experience evaluation
Customer Journey Design & Improvement	– Journey mapping and visualisation – Touchpoint redesign – Experience optimisation
Service Culture Transformation	– Culture assessment and baseline – Behavioural change programmes – Leadership alignment
Customer Feedback & Insight Systems	– Survey design and deployment – Feedback analysis and reporting – Customer insight dashboards

Delivery Approach

How We Deliver – Interactive workshops with real CX scenarios – Role plays and customer simulation exercises – Case studies from African and global service contexts – Group discussions and structured peer learning – Action planning and service commitment sessions	Programme Principles – Practical — grounded in real customer interactions – Behaviour-focused — creating lasting service habits – Customer-centric — everything centres on the client – Results-driven — linked to measurable satisfaction outcomes
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Programme Formats

In-Person Training

Executive Masterclasses

Virtual Sessions

Hybrid Programmes

CX Retreats

Why the Customer Experience & Service Excellence Academy

Organisations that invest in customer experience achieve measurable improvements across satisfaction, retention, brand reputation, and revenue:

Higher Customer Satisfaction

Consistently positive experiences at every touchpoint

Increased Customer Retention

Loyal customers who return and refer

Stronger Brand Reputation

Service excellence that differentiates your brand

Revenue Growth

Satisfied customers drive sustainable revenue

Competitive Advantage

Service culture as a lasting business differentiator

The SBD Institute Customer Experience & Service Excellence Academy™ is a comprehensive platform designed to help organisations deliver exceptional customer experiences, build service-driven cultures, and achieve sustainable business growth.

*Customers may forget what you sell —
but they never forget how you made them feel.*

**The SBD Institute Customer Experience &
Service Excellence Academy™ partners with organisations
to design exceptional experiences and build lasting customer relationships.**

Designing Experiences. Building Loyalty. Driving Growth.

Contact Us

SBD INSTITUTE

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