

ARE YOU READY TO BE A GAME CHANGER?

**ADVANCED,
PRACTICAL AND
IMMEDIATELY
USABLE
CERTIFICATIONS IN
CUSTOMER
CENTRICITY -
DESIGNED
SPECIFICALLY FOR
CUSTOMER CENTRIC
INNOVATION.**



**CX IMPLICATIONS IN
WELLNESS & HEALTHCARE
WORKSHOP**

www.cxsamiddleeast.com

Email us: info@cxsamiddleeast.com

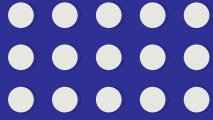


PDCD1082
DUAL TRAINING &
CPD ACCREDITATION
2023-2025



WHAT WE DO

Introducing our specialized Institute, focusing on Customer Centricity, Service Excellence, Design Thinking, User & Patient Experience, and Employee Engagement. Our tailored, CPD Certified Courses, in English & Arabic, cater to the GCC region, offering foundational to advanced options. With in-house and public programs, certifications emphasize practical application through local & global case studies, adapting to Service Excellence needs while maintaining a consistent Customer Centricity Curriculum.



THE 12 CXSA COMPETENCIES

JOURNEY MAPPING & PROCESS ALIGNMENT

RESEARCH, VOC & INSIGHT

DESIGN THINKING & INNOVATION

CUSTOMER STRATEGY

KPI'S & GOVERNANCE

BUSINESS CASE, ROI & ROADMAP

IMPLEMENTATION & CHANGE MGT

PEOPLE, CULTURE & ENGAGEMENT

AGILE TECHNOLOGY ALIGNMENT

INFLUENCING & SELLING CHANGE

RECOGNITION & PROMOTION

CUSTOMER-CENTRED LEADERSHIP

Our Passion

30+

Countries

1000+

Conference Attendees Globally

25+

Expert Trainers & Coaches

100+

Satisfied Customers

Our Focus

01.

SKILLS

Building capability in Customer-Centricity & Innovation

02.

PASSION

Fostering people-driven Customer Centricity for enhanced company performance.

03.

CONFIDENCE

Instilling the belief and impact of positive contributions on both company and personal career growth.



+966 53 571 9461

+971 54 490 9686

+44 (0) 7748 656 613



info@cxsamiddleeast.com




Dubai, UAE


Customer Experience Implications on Healthcare & Wellness



Thailand is becoming one of the leading regions globally for combining wellness and healthcare.



Patient Experience is now a **key differentiator in healthcare** within this rapidly evolving industry, where new challenges emerge frequently.



Wellness now plays a central role in improving longevity and the quality of life, **moving beyond "side" services to become essential to human well-being.**

The industry will integrate rapidly, with clear winners and losers. While some will resist change, others will emerge as trailblazers. It is crucial to recognize the following:

- ✓ The customer will be the **main driver of meaningful change**, with a broader definition that extends beyond traditional healthcare and wellness.
- ✓ **Customer Experience thinking** is essential for the future of healthcare and wellness, as it will **define the industry's focus, quick wins, differentiators, and pace.**
- ✓ **Customers will shape what, how, and when services are offered.** Traditional data methods are outdated, and **while AI is helpful, it serves more as a support tool than a primary enabler.**
- ✓ **Much of the potential for progress is already available and can be achieved immediately.**

The Fast Track CX in Wellness & Healthcare Workshop:



Target Audience

This is designed for **change professionals, senior executives, and strategists** to introduce the essential components for building a customer-centric organization and supporting change-driven approaches.



Workshop Overview

Participants will gain **foundational knowledge and develop a personal roadmap to align their career goals with actionable steps.** Successful completion of the workshop will earn **CPD points**, acknowledging their commitment to professional growth and excellence in Customer Experience.



Key Takeaways

Participants who meet the certification requirements will receive **CXSA Certification.** The workshop will cover building **Customer Journey Maps and innovating towards customer centricity.** Materials, including slides, case studies, and techniques, will be provided in printable format.

CX IN WELLNESS & HEALTHCARE WORKSHOP



Below is a high level breakdown of the topics that will be covered during the workshop:

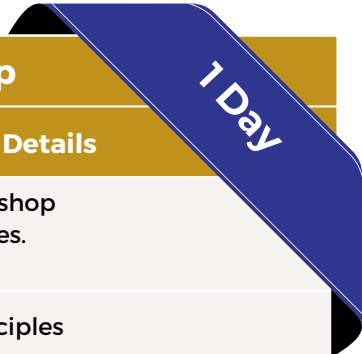


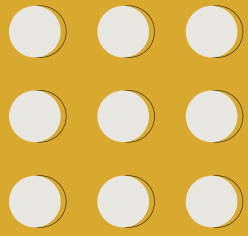
- Defining Customer Centricity & Experience and its implications for Healthcare & Wellness Industries
- Strategic Impact with Supporting Case Studies
- Core Competencies for Creating a Customer Centric Company
- Best Practice vs Next Practice
- Your Role and Roadmap



The workshop agenda will proceed as follows:

CX in Wellness & Healthcare Workshop		
Time	Session Topic	Session Details
9:00 AM - 9:30 AM	Registration & Welcome	<ul style="list-style-type: none"> • Introduction to the Workshop • Overview of Key Objectives. • Networking Opportunity.
9:30 AM - 10:30 AM	Session 1: Foundation Principles of CX in Healthcare & Wellness	<ul style="list-style-type: none"> • Definitions and core principles • Core competencies • History and evolution
10:30 AM - 10:45 AM	Morning Break	Short break for refreshments.
10:45 AM - 12:00 PM	Session 2: Strategic Implications on Health & Wellness	<ul style="list-style-type: none"> • Characteristics of high-performers • What is CX Strategy? Why is it important?
12:00 PM - 1:00 PM	Lunch Break	Lunch break with networking opportunities.
1:00 PM - 3:30 PM	Session 3: Design & Journey Mapping Techniques	<ul style="list-style-type: none"> • Core techniques and methods that can be used to assess & innovate in customer experience • CX Journey Mapping Level 1
2:15 PM - 2:30 PM	Afternoon Break	Short break for refreshments.
3:30 PM - 4:00 PM	Session 4: Success & Way Forward	<ul style="list-style-type: none"> • Measures of Success • Your Role and Roadmap
4:00 PM - 4:30 PM	Wrap-Up & Reflection	<ul style="list-style-type: none"> • Key takeaways from Workshop, open Q&A session,





COMING SOON

PODCAST

GAME CHANGER GCC



INSIGHTS

REAL INSIGHTS FROM EXPERTS ON REAL WORLD PROBLEMS

NEXT PRACTICE

PUSHING THE BOUNDARIES BEYOND BEST PRACTICE

TRANSFORMATION

ELEVATE CX AT YOUR COMPANY. ARE YOU READY TO BE A GAME CHANGER?

