

PUBLIC RELATIONS | COURSE BROCHURE

Customer Experience Communication

5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

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Course content

Why attend

Every message a customer receives shapes their experience. This course covers communication across the customer journey: journey mapping, tone of voice, writing customer messages, service recovery communication, proactive updates, personalising communication and measuring communication's effect on experience.

Confusing letters, emails and notifications damage customer experience. You will learn to make every message helpful and human.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Journey mapping, message rewriting, tone of voice workshops and case studies.

Course objectives

By the end of this course, participants will be able to:
• Map communication touchpoints across the customer journey
• Define tone of voice for customer messages
• Write clear, helpful customer communications
• Communicate during service failures
• Use proactive and personalised updates
• Measure communication impact on experience

Target audience

This course is suitable for:
• Customer experience managers
• Communication and content teams
• Customer service leaders
• Marketing professionals
• Product managers



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Target competencies

Participants will develop competencies in:

- Journey mapping
- Tone of voice
- Message writing
- Service recovery
- Measurement

Course outline

Day 1: Communication and Experience

09:00–10:08	Touchpoints
10:08–11:00	Customer effort
11:00–11:30	**Coffee break**
11:30–11:45	Customer effort (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Tone of Voice

09:00–10:08	Defining tone
10:08–11:00	Guidelines
11:00–11:30	**Coffee break**
11:30–11:45	Guidelines (continued)
11:45–12:53	Examples
12:53–14:00	Workshop

Day 3: Writing Messages

09:00–10:08	Letters and emails
10:08–11:00	Notifications
11:00–11:30	**Coffee break**



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11:30–11:45	Notifications (continued)
11:45–12:53	Plain language
12:53–14:00	Rewriting practice

Day 4: Service Recovery

09:00–10:08	Apologies
10:08–11:00	Updates
11:00–11:30	**Coffee break**
11:30–11:45	Updates (continued)
11:45–12:53	Compensation messages
12:53–14:00	Role play

Day 5: Measurement

09:00–10:08	Feedback
10:08–11:00	Complaint analysis
11:00–11:30	**Coffee break**
11:30–11:45	Complaint analysis (continued)
11:45–12:53	Improvement
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,650.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
Dubai Confirmed dates	7 Dec 2026	11 Dec 2026	**€3,150.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Vienna Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,940.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
London Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,450.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Istanbul Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,650.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,450.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
London Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,450.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
Barcelona Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,840.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Dubai Confirmed dates	10 May 2027	14 May 2027	**€3,150.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	24 May 2027	28 May 2027	**€2,540.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Rome Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,450.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Cape Town Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,890.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Dubai Confirmed dates	26 Jul 2027	30 Jul 2027	**€3,150.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Cape Town Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,890.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Paris Confirmed dates	30 Aug 2027	3 Sept 2027	**€2,860.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Barcelona Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,840.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Rome Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,450.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Cape Town Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,890.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,940.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Rome Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,450.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

info@smart-horizon.eu
Amsterdam
The Netherlands

View the latest course details online