

Customer Experience Leadership and Management Program

Bridging companies to achieve customer success



Program Starts

23 July 2025



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING



CUSTOMER EXPERIENCE
SOCIETY OF THE PHILIPPINES

Program Overview

In today's competitive business landscape, delivering exceptional customer experience (CX) is no longer a luxury—it is a necessity. The Customer Experience Leadership and Management Program, designed by the Asian Institute of Management (AIM) in collaboration with Customer Experience Society of the Philippines (CXSP), is an intensive five-day training program tailored for professionals seeking to master the principles, strategies, and best practices that drive customer satisfaction, loyalty, and business growth.

Grounded in the competencies mandated by CXSP, this program offers a comprehensive and structured approach to CX management, equipping participants with both strategic insights and operational expertise to design and implement customer-centric initiatives.

Program Objectives

- 1 Define customer experience and recognize its impact on business success.
- 2 Identify key touchpoints, pain points, and areas for improvement.
- 3 Use data, research, and analytics to measure and enhance CX effectiveness.
- 4 Design and execute customer-centric initiatives aligned with business goals.
- 5 Explore emerging technologies and build a customer-focused team culture.

Program Learning Content

DAY 1

Fundamentals of Customer Experience
Customer Journey Mapping

DAY 2

Customer Insights and Research
Customer Experience Design

DAY 3

Customer Experience Strategy and Planning
Metrics and Analytics

DAY 4

Customer Loyalty
Customer Experience
Innovation and Technologies

DAY 5

Customer Experience Leadership
and Building Customer
Experience-Focused Teams

Business Applications,
Closing and Graduation



Key Benefits

AIM Certification in Customer Experience Management

Earn an official Certificate of Completion from the Asian Institute of Management (AIM), validating your expertise in CX leadership.

Pathway to Postgraduate Credentials

Gain two (2) academic units that contribute toward a Postgraduate Certificate and Postgraduate Diploma.

Exclusive Alumni Network

Attain alumni status and become a member of the AIM Alumni Association, connecting with a global network of professionals.

CXSP Recognition

Receive industry recognition from CXSP, further establishing your credibility in customer experience management.

Who Should Attend

This program is ideal for professionals looking to elevate customer experience as a strategic advantage. Designed for CX leaders, marketing and sales professionals, business owners, and operations specialists, it provides the tools to enhance customer interactions, optimize journeys, and drive business growth. Aspiring CX professionals seeking a strong foundation and industry recognition will also benefit.

Program Director

Masaki Mitsuhashi

Adjunct Faculty
Asian Institute of Management



Masaki Mitsuhashi is an award-winning innovator and educator with expertise in marketing, innovation strategy, business development, and sustainability. His diverse consulting work with the United Nations, RTI International, and the Ramon Magsaysay Award Foundation demonstrates his commitment to stakeholder-centered innovation. He holds Global Innovation Management Institute certifications, including Certified Innovation Professional, Certified Innovation Manager, and Certified Innovation Master. He holds a Master of Science in Innovation and Business (High Distinction) from the Asian Institute of Management and a Bachelor of Science in Biology from the University of the Philippines.

Program Details

Program Format

Live On-Site (5 full days)

Program Schedule

Face-to-Face On-Campus and Live Online via Zoom

July 23, 30 2025 | 8:30 AM to 5:00 PM

August 6, 13, 20 2025 | 8:30 AM to 5:00 PM

Program Fee

PHP65,000.00

CXSP members

PHP70,000.00

non-CXSP members



Customer Experience Leadership
and Management Program



Earning an Asian Institute of Management School of Executive Education and Lifelong Learning (AIM-SEELL) Postgraduate Certificate and Diploma

AIM-SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing AIM-SEELL's programs, credentials can be earned over time, stacked towards earning a Post-Graduate Certificate in an area of their choice, and ultimately, a Postgraduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

Earning Credentials

Successfully completing the program earns participants two (2) units which can be credited to the Postgraduate Certificate in Marketing Management.

*Postgraduate Certificates require five (5) units earned within two [2] years.

*Participants will also earn two (2) units which can be credited to the Postgraduate Diploma in Management.

*The Postgraduate Diploma in Management requires a total of twenty [20] units earned within three (3) years.

Eligible Programs

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with the Asian Institute of Management School of Executive Education and Lifelong Learning, please email us at SEELL@aim.edu or visit our website at <https://executiveeducation.aim.edu>.



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Visit aim.edu for more details

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