



Corporate and Strategic Planning

Start strategizing for success

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.

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

- 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.



FOR INQUIRIES:

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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 Faculty



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 Fee

PHP 30,000 or USD 540*

*Final USD amount may vary based on the exchange rate at the time of payment.

Interested in early bird or group discounts?

Group enrollment spiel: Get 5% off the program fee for group of 3 to 6 pax and 10% for group of 7 pax and above.

Earning a Postgraduate Certificate and Postgraduate 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 SEELL's programs, credentials can be earned over time, stacked towards earning a Postgraduate 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

Upon completion of the program, the participant will earn one (1) unit, which can be credited toward the following:

- Postgraduate Certificate in Strategy Management and Business Leadership
- Postgraduate Diploma in Management

*Postgraduate Certificate requires 5 units earned within 2 years

*Postgraduate Diploma requires 20 units earned within 3 years

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://aim.edu/executive-education/>



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