

★ MASTER THE SCIENCE OF CX WITH Ai

# CX -369: LEADING THE WAY IN CUSTOMER EXPERIENCE INNOVATION WITH AI

Introducing the CX-369 Framework for your Ultimate Customer Experience Transformation Through Innovation with Ai

- 3 Pillars
- 6 Disciplines
- 9 Transformation Points

**Date:** 14-15 May 2025  
**Time:** 9.00 am - 5.00 PM  
**Venue:** Klang Valley

**Early Bird Price:** RM1,880.00 per pax  
 Until 15th April 2025  
**Normal Price:** RM2,580.00 per pax

**TRANSFORM YOUR CUSTOMER EXPERIENCE WITH OUR EXPERT-LED TRAINING!**

*For more information on running this program in-house for your organization, contact us at +012-9102430 or email arasi@cxpert.asia.*

**COURSE EXPERT DIRECTOR**

## A.SANTHAKUMARAN ACXS

- World Renowned Customer Experience Master Trainer
- Keynote Speaker and Advisory Board
- International CX Awards Judge



**PROGRAM ORGANIZER**



**#100% HRDF CLAIMABLE**

[www.cxpert.asia](http://www.cxpert.asia)

+012-9102430 | EMAIL

[arasi@cxpert.asia](mailto:arasi@cxpert.asia)



# COURSE OUTLINE

## THE 5 DISCIPLINES OF CUSTOMER EXPERIENCE MANAGEMENT

**3** Pillars

1. People
2. Process
3. Technology

**6** Disciplines

1. Strategy
2. Customer Understanding
3. Design & Innovation
4. Metrics & Measurements
5. Governance
6. Customer-Centric Culture

**9** Transformation Points

1. Marketing
2. Sales
3. Customer Success
4. Operation
5. Delivery
6. Customer Service/Contact Centre
7. After Sales Service
8. Technology
9. Social Media

### Learning Objective:

- Learn to design Customer Journey Map
- Design & Innovation
- People management
- Process improvement
- Technology adoption

### Course Pre-requisite:

- Diploma or degree or
- Minimum 2 years of working experience

### Who should Attend:

- Team Lead, Managers, Hod, Marketing, Sales, Customer Success Team, etc.

### Methodology:

Lecture, group discussion, presentation, design & innovation

**Bonus:**  
Full Customer Experience Transformation Template

**IN-HOUSE**

Training needs!

*email us at [santhakumaran@cxpert.asia](mailto:santhakumaran@cxpert.asia) for in-house price . The Ideal team size is 15-20pax*

## COURSE EXPERT DIRECTOR

# A. Santhakumaran ACXS

International Customer Experience (CX) Transformation Specialist

Global CX Chartered Master Trainer

- Accredited Customer Experience Specialist (ACXS)
- Judge for North American Customer Centricity Awards
- Judge for World Customer Centricity Awards
- Judge for the European Customer Centricity Awards
- Judge for CXPA Emerging Leader's Award
- Pursuing Master Degree in Social Science MSc (UPM)
- Bachelor of Business Administration (Hons) UKM
- Design Thinking Practitioner
- HRDF Certified Trainer (TTT/2930)
- Six Sigma Black Belt (International Six Sigma Institute)
- Certified NLP Practitioner (NFNLP – USA)



**CX POWERCERT SERVICES | Hotline:+012-9102430 | Email: [arasi@cxpert.asia](mailto:arasi@cxpert.asia)**

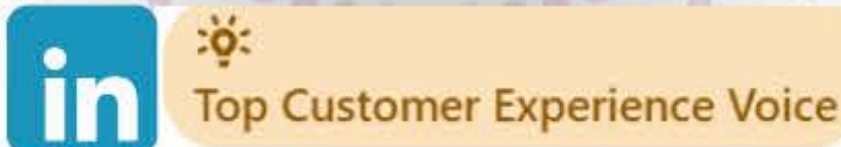
1-A1 GFG Tower, 65, Jalan Raja Bot, Kawasan 18, 41400 Klang, Selangor. | [www.cxpert.asia](http://www.cxpert.asia) | [www.cxexpertasia.com](http://www.cxexpertasia.com)



# Santhakumaran Amalingam ACXS



A. Santhakumaran is a globally recognized leader in Customer Experience (CX) and Patient Experience, known for transforming businesses into customer-centric organizations. As the founder of CX Expert Asia, he has led the firm to award-winning success, providing cutting-edge CX training and consulting. An influential keynote speaker and judge for international CX awards, he has been honored as a Top 10 Global CX Influencer by Thinkers360. Santhakumaran's expertise is backed by extensive corporate experience and numerous professional certifications, making him a sought-after expert in the field Customer Experience Management & Patient Experience Transformation!



## AWARDS, RECOGNITIONS & CREDENTIALS



## SIGNATURE MASTERCLASS

1. Customer Experience Management
2. Customer Service Experience
3. Product Management (Marketing)
4. Customer Success Management
5. ISO 23591: 2021 Service Excellence
6. Productization & Go-To-Market Strategy
7. Design Thinking
8. Sales Experience Management
9. Patient Experience Transformation
10. Patient Care Management



+6019-3819664



santhakumaran@cxpert.asia



[www.cxpert.asia](http://www.cxpert.asia)



[www.santhakumaran.com](http://www.santhakumaran.com)

## CONNECT & SHARE



## CX POWERCERT SERVICES

1-A1 GFG Tower, 65, Jalan Raja Bot, Kawasan 18, 41400 Klang, Selangor.  
www.cxpert.asia | email: arasi@cxpert.asia  
Hotline: +6012-9102430

## MORE ABOUT A, SANTHAKUMARAN

1. Founder CX Expert Asia & CEO CX Powercert Services
2. Global Keynote Speaker & Thought Leader
3. Silver Awards Winner CX Best Vendor - CX Network Asia 2021
4. Customer Experience World Games 2022 - World-Champion
5. Arcet Global - Preferred Global CX Awards Judge
6. Board of Advisor - Customer Experience World Games 2024
7. Bachelors Degree in Business Administration with Hons - UKM
8. Pursuing Masters Degree in Science from - UPM