

TRAINING PORTFOLIO • 2026

Seven ways to get better at customer centricity

A guide to our certified training programs — what each one covers, who it is for, how long it takes, and what you carry away from it. Start wherever you are.

CX-101 All-Employee Training

Excellence in Customer Service

Customer Journey Academy

The Customer Centricity Transformation Program

CX Masterclass

Customer Centricity in the Financial Sector

Executive Briefing on Customer Centricity

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The portfolio at a glance

Our programs form a path rather than a catalogue. Each one assumes a different starting point — from a two-hour session for everyone in the building to a six-month guided transformation. Find the row that describes you today; the one below it is usually your next step.

01	Everyone in the organization CX-101 All-Employee Training
02	Frontline craft Excellence in Customer Service
03	Practitioners and their leaders Customer Journey Academy · CX Masterclass · Customer Centricity in the Financial Sector
04	Executives and the board Executive Briefing on Customer Centricity
05	The organization as a whole The Customer Centricity Transformation Program

PROGRAM	WHO IT IS FOR	DURATION	FORMAT	CERTIFICATION
CX-101 All-Employee Training	Every employee	2–3 hours	Online or classroom	Certified Customer Ambassador
Excellence in Customer Service	Frontline and contact centre	5 days	In person, 10–15 people	CCSP
Customer Journey Academy	CX, marketing, product	2 days	Public or in-house	CCCX
CX Masterclass	Practitioners and leaders	2 or 3 days	Public or in-house	CCCX
Customer Centricity in the Financial Sector	CX teams in finance	2 days	In-house, on-site	CCCX
Executive Briefing on Customer Centricity	Executives and board members	1 day	On-site	Graduation certificate
The Customer Centricity Transformation Program	The whole organization	6 months	Blended, guided	Silver, Gold or Platinum

CX-101 All-Employee Training

Two to three hours that put everyone — frontline, back office, headquarters and branches — on the same page about what customer centricity means and what each person can personally do about it.

DURATION	FORMAT	GROUP	YOU EARN
2–3 hours	Online or classroom	Any size, up to the whole organization	Certified Customer Ambassador

WHO IT IS FOR

- Every employee — frontline, back office, all functions, individual contributors and managers alike
- Organizations rolling out a customer centricity initiative and wanting to take everyone with them
- New joiners, as part of onboarding

AGENDA HIGHLIGHTS

- What customer centricity is — and why it makes or breaks your organization's success
- Listening in the context of the customer journey: why it matters and how it works
- Constant improvement: turning what you hear into action, and knowing whether it worked
- “What will I do?” — a personal action plan every participant leaves with

GOOD TO KNOW

Around 80% of the material comes from us; the remaining 20% is yours, so the course can introduce your own journey maps, listening program and improvement opportunities. You can run it three ways: fully self-delivered with our material, in a train-the-trainer model where we deliver the first sessions alongside your trainers, or fully delivered by the Customer Institute. A digital workbook is included in the fee.

Excellence in Customer Service

Five days of practice — conversation, body language, complaints, composure — for the people your customers actually meet. Led by Stefan Osthaus and communication trainer Christiane von Schönberg.

DURATION	FORMAT	GROUP	YOU EARN
5 days	In person, on-site	10–15 participants, 20 maximum	Certified Customer Service Professional (CCSP)

WHO IT IS FOR

- Frontline employees in hospitality, travel and tourism, retail, the public sector and other customer-facing roles
- Contact centre teams
- Sales representatives who want to sharpen their communication

AGENDA HIGHLIGHTS

- Days 1–2: how communication works, rapport, empathy, and reading your own and your customer's communication type
- Day 3: non-verbal communication, cultural differences in body language, appearance and international business etiquette
- Day 4: complaints as opportunities, conflict resolution, keeping cool, stress and self-management
- Day 5: leading the dialogue, creating memorable moments, and a 60-minute written exam

GOOD TO KNOW

The week is built around role-play, self-assessments and practice sessions rather than lectures, which is why the group stays small. The closing exam follows German Chamber of Commerce and Customer Institute standards; certification fees and the digital workbook are included in the training fee. Also available tailored to your sector — airline and healthcare editions already exist, and we adapt the cases to others on request.

Customer Journey Academy

A complete guide to customer journey mapping, plus the newer ONE method that uses mapping to change culture across a whole organization rather than one department.

DURATION	FORMAT	FACILITATOR	YOU EARN
2 days	Public event or in-house	Stefan Osthaus	Certified Customer Centricity Expert (CCCX)

WHO IT IS FOR

- CX practitioners who want the fundamentals of journey mapping and the latest thinking on using it for culture change
- Marketing practitioners who want to target campaigns better
- Product managers taking a more end-to-end view of their role

AGENDA HIGHLIGHTS

- Journey mapping in the context of your CX strategy: maturity, ROI, culture, team set-up and voice-of-the-customer
- A real mapping workshop, with participants rotating through the participant, moderator and observer roles — including what to do when it goes wrong
- The ONE model: aggregating an organization's maps into a single meta-map and agreeing the attributes for each phase
- Running Culture Camps and Innovation Camps, then consolidating and communicating the results

GOOD TO KNOW

You qualify for CCCX certification by completing an in-course assignment: a sample journey map for your own organization. You graduate as a capable moderator of ONE journey mapping workshops, so the method travels home with you. Certification fees and the digital workbook are included in the participation fee.

The CX Masterclass

Our flagship program. All twelve steps of the Customer Centricity Engine — from setting the vision to proving the return — in two or three days, with the case studies and group work to make them stick.

DURATION	FORMAT	FACILITATOR	YOU EARN
2 or 3 days	Public event or in-house	Stefan Osthaus	Certified Customer Centricity Expert (CCCX)

WHO IT IS FOR

- Executives who need to understand what a CX strategy is actually made of
- Heads of marketing or customer service starting or improving a program run from their function
- CX practitioners learning or broadening the skills their job asks for

AGENDA HIGHLIGHTS

- Steps 01–04: setting the CX vision and strategy, starting a CX team, assessing where you stand, mapping and designing the journey
- Steps 05–09: listening without over-surveying, SMART action plans, joining CX and EX, enabling staff, rewarding the right behaviour
- Steps 10–12: continuous improvement, measuring impact and ROI, and agentic experience management
- A closing discussion of your own takeaways and their effect on your next 6–12 months, then the certification exam

GOOD TO KNOW

Choose three days if you want more case studies and group exercises, two if time is tight. Everyone builds a personal development plan during the course, so you leave with something to act on rather than notes to file. CCCX is valid for three years and becomes a lifetime certification if you renew once within that time. Certification fees and the digital workbook are included in the training fee.

Customer Centricity in the Financial Sector

The same twelve-step foundation as the Masterclass, read entirely through the lens of banking, insurance and financial services — regulated, segmented, and full of legacy touchpoints.

DURATION	FORMAT	AFTER THE COURSE	YOU EARN
2 days	In person, on-site	Optional ongoing sherpa support	Certified Customer Centricity Expert (CCCX)

WHO IT IS FOR

- CX leaders and team members in banks, insurers and financial services providers
- Heads of marketing or customer service who want to start or improve the CX program their function drives
- Practitioners working under regulatory constraints who want the CCCX curriculum in their own context

AGENDA HIGHLIGHTS

- A pulse check on global and regional trends in finance, and what they mean for customer centricity
- All twelve steps of the Customer Centricity Engine, from vision and team to journey design and listening
- Segmenting customers, hearing their needs, and running continuous improvement inside a regulated business
- Proving impact and ROI to a finance audience, then the certification exam

GOOD TO KNOW

Afterwards you can keep a light line open to the Customer Institute leadership team — ongoing advice and guidance on your program, without the weight of a consultancy engagement. This is one of several sector editions: the program is also available tailored to your industry, so tell us which one and we will bring the right cases and benchmarks.

Executive Briefing on Customer Centricity

One day for the people who decide how customer-centric the company will be — the strategic options in front of you, what each is realistically worth, and where they tend to go wrong.

DURATION	FORMAT	GROUP	YOU EARN
1 day	On-site; virtual or condensed on request	Leadership team, or a public briefing	Customer Institute graduation certificate

WHO IT IS FOR

- Executives defining corporate strategy and how much customer centricity belongs in it
- Functional and regional leaders translating that strategy for their own area
- Board members completing their view of the options and the execution models

AGENDA HIGHLIGHTS

- Why leading global brands made the customer their focus, and what it did for them
- Strategy options for your organization, and how customer centricity shows up differently at corporate, business unit and functional level
- The return on investment of customer centricity initiatives — and how to argue it
- Where your maturity sits today, the four journeys ahead (strategy, culture, organization, governance), and individual implementation planning

GOOD TO KNOW

Where the Masterclass teaches practitioners how to build a program, this briefing helps leaders choose which program is worth building. In-house briefings give your peers from different functions and regions a rare hour to argue it out together; public briefings put you alongside executives from other industries. Complimentary individual follow-up conversations with the Customer Institute are part of the program, and a seminar workbook is included.

The Customer Centricity Transformation Program

Great customer experience rarely fails for lack of good intentions. It stalls for lack of a plan. Six guided months take you from an honest assessment of where you stand to a board-ready strategy your teams actually own.

DURATION	FORMAT	GROUP	YOU MAY EARN
6 months	Assessment, masterclass, strategy day, 12 coaching sessions	Leadership plus the teams who will deliver	Organizational certification: Silver, Gold or Platinum

THE FOUR STAGES

1 • Assess	An objective, evidence-based measure of your current maturity and improvement potential, reported back around the Customer Centricity Engine. No guesswork and no flattery — a baseline everyone can rally around.
2 • Build	The CX Masterclass gives leaders and practitioners the same concepts, tools and vocabulary at the same time, so the conversations afterwards are quicker and sharper.
3 • Decide	A focused one-day strategy module — half a day for the C-suite, half a day of execution planning — turns all of it into a draft customer centricity strategy tailored to your organization.
4 • Embed	Twelve team coaching sessions carry the draft into the day-to-day. Your teams refine and pressure-test it until it is a detailed strategy with clear priorities for the next 3, 6 and 12 months — and until it is theirs.

WHAT YOU WALK AWAY WITH

A clear baseline to measure every future improvement against. A detailed, board-ready strategy grounded in your own reality rather than a template. And teams who own the change because they helped design it. Where the assessment score clears the bar, it also earns formal Customer Institute certification — Silver above 700 points, Gold above 800, Platinum above 900 — valid for two years.

Stefan Osthaus

President, Customer Institute

Stefan led in Fortune 500 companies for more than two decades and carried global responsibility for the customer experience of 120 million customers, alongside the employee experience of tens of thousands of colleagues. He knows what these programs look like when they are real, at scale, and under pressure.

Today he helps organizations around the world treat customer and employee experience as two sides of the same coin. He is a global keynote speaker, an author, and president of the Customer Institute.

ALSO TEACHING

Excellence in Customer Service is co-facilitated with **Christiane von Schönberg**, a communication, sales and conflict-management trainer with twenty years of practice. Her clients run from international software companies and financial services providers to startups and a currywurst franchise — which is exactly the range that makes frontline training land.

ABOUT EXPERIENCE5

We are experience5, a consultancy and training practice for customer and employee experience, and a Customer Institute partner. We work with organizations that want customer centricity to be more than an ambition — helping them assess where they stand, build the skills their teams need, and turn a strategy into everyday practice. The experience5 academy is where that knowledge is taught, from a two-hour session for everyone in the building to a six-month guided transformation.

Every program in this brochure is certified by the Customer Institute as meeting or exceeding industry best practices in management education, and every certification fee is already included in the training fee.

TALK TO US

Tell us where your organization stands today and we will point you at the right program — or build the path across several.

www.experience5.de
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