



2025 start dates:

London:

3 Mar, 6 May, 7 Jul, 1 Sep, 3 Nov

Bournemouth:

6 May, 7 Jul, 1 Sep, 3 Nov

Entry level: 18 years and older/ Level 5 (Bayswater)/B1+ (CEFR) Requirement

New programme

Professional Certificate

Customer Experience Management

London and Bournemouth

Lead the way in guest experiences

Start your journey to becoming a leader in customer service and hospitality. Learn to create unforgettable guest experiences with practical tools and insights covering effective communication, cultural understanding, and the latest in digital technologies and AI to help you deliver exceptional service.

Who is it For?

This course is perfect for:

- › Aspiring hospitality professionals
- › Current front-line employees seeking to improve skills
- › Future managers looking to advance their careers
- › Career changers interested in customer experience in hospitality
- › Individuals wanting to refine their customer service skills

What will you learn?

Introduction to Customer Experience Management

Communication Skills for Customer Service

Intercultural Competence in Customer Service

Customer Mediation

Maintaining Brand Integrity and Quality

Digital Customer Service


Collaboration and Team Synergy

Time Optimisation and Scheduling in Hospitality

Technology, Automation and AI in Customer Service

Developing a Customer-Centric Mindset

 Company visits and industry guest speaker

 Vlog, group work and final presentation

 Comprised of lectures, a group project and expert-led sessions

 4 weeks

Why Bayswater?

Bayswater provides global upskilling experiences that equip students with the practical skills and confidence to thrive in the future of work.

Our programmes blend academics with real-world experience and soft skills, to empower students to create the life they want to live.

Certificates we offer in UK:

- › Digital Marketing
- › International Business Management
- › Luxury Brand Management
- › Customer Experience Management

Stack your skills

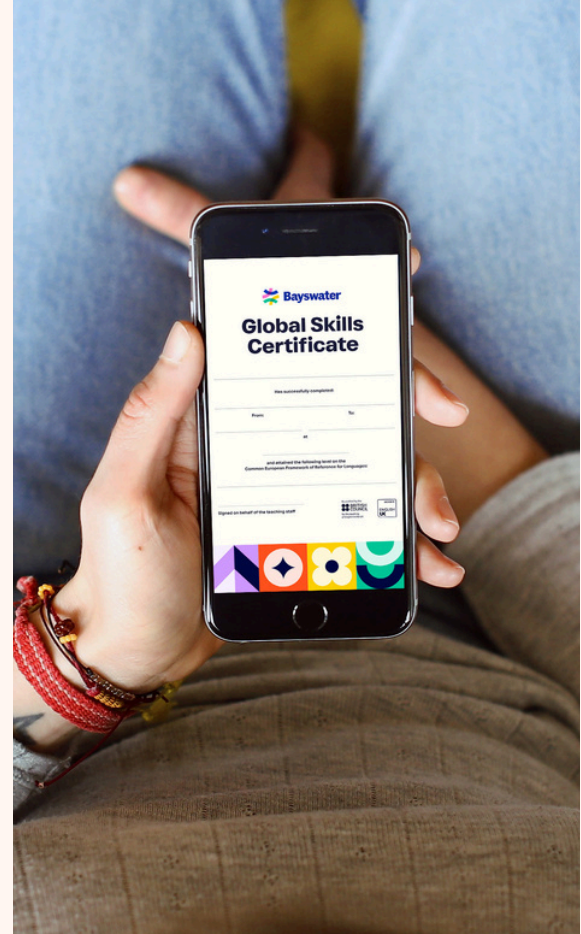
Our certificates act as micro-credentials. Micro-credentials are focused learning that allows you to quickly build up your skills. Get ready for the future of work with us.



The Bayswater advantage – Get global skills when you study with us

By enrolling with us, we'll additionally upskill you in Communication and Intercultural Competence, Critical Thinking, Collaboration, Problem Solving, AI and Digital Literacy and Presenting. You will receive an additional Global Skills Certificate (digital) that recognises these new skills, and allows you to add them to your resume.

You will also get the opportunity to add further skills like Volunteering, Networking, Leadership and Employability, and gain a digital badge to link to LinkedIn. This will help you stand out to potential employers.



Sample Customer Experience Management 2025

	Monday	Tuesday	Wednesday	Thursday	Friday
	14:10 - 17:30 PM				
Week 1	Introduction to Customer Experience Management	Communication Skills for Customer Service	Group project	Tuto-led group project and feedback	Customer Mediation
Week 2	Intercultural Competence in Customer Service	Digital Customer Service	Group project	Tuto-led group project and feedback	Company visit
Week 3	Maintaining Brand Integrity and Quality	Guest speaker	Group project	Tuto-led group project and feedback	Collaboration and Team Synergy
Week 4	Developing a Customer-Centric Mindset	Technology, Automation and AI in Customer Service	Group project	Tuto-led group project and feedback	Time Optimisation and Scheduling in Hospitality

*Class times may vary depending on start date.



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