Experience Management and XLA Foundation Training

Duration: **2 Day**

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Overview

This two-day foundational course introduces the core concepts of Experience Management and the use of Experience Level Agreements (XLAs). Participants will learn how to embed an experience focused culture within their organisation — whether for employees or customers — and how to use the Experience Management Optimisation Framework™ to measure, manage and improve experience outcomes systematically.

Prerequisites

There are no prerequisites for this course.

Target audience

Professionals and organisations aiming to enhance customer or employee experience by complementing traditional Service Level Agreements (SLAs) with experience-based measures (XLAs).

What You Will Learn

By the end of the course, participants will be able to:

- Understand the Experience Management Optimisation Framework™
- Measure and interpret experience ambitions and gaps
- Promote the value of experience across the organisation
- Apply practical actions to deliver and improve experience outcomes
- Design strategies to innovate and reduce experience gaps