Experience Practitioner Training

Duration: **2 Day**

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Overview

This two-day course builds on foundational experience management concepts and equips practitioners with the skills and methodologies required to design, implement, and manage Experience Level Agreements (XLAs) in real-world environments. It covers the operationalisation of XLAs, experience data collection and analysis, and the establishment and role of the Experience Management Office (XMO).

Prerequisites

Successful completion of the Experience Foundation (or equivalent understanding of XLA/experience management fundamentals).

Target audience

Professionals responsible for shaping, implementing or improving customer or employee experience within their organisation — especially those who will design XLAs, manage experience data, or operate an XMO.

What You Will Learn

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

- Understand the practicalities of implementing XLAs in operational environments
- Apply the XLA Design methodology to create effective XLAs
- Collect, analyse, and interpret experience data to monitor and improve experience outcomes
- Define the role and scope of an Experience Management Office (XMO) and how it supports organisational experience goals
- Manage and improve customer and employee experiences using structured, data driven techniques
- Recognise and address challenges inherent in real-world XLA implementation