



CUSTOMER EXPERIENCE CERTIFICATE

Discover how to build stellar customer experiences that keep people coming back for more.

ENROL NOW

Instructor:
Simone Blakers
Founder of Liquid CX,

Simone combines emerging technology, data and social media to design experiences that customers share.

The course breakdown is correct at the time of production but may be subject to change. Click here to view the current Customer Experience Certificate course calendar for a confirmed course breakdown and updates on weekly guest speakers.



COURSE CALENDAR: SEPTEMBER

For the Customer Experience Certificate starting on 8 September 2026, live-sessions occur weekly on a Tuesday from 5:00 to 6:30 pm NSW time (AEDT/AEST). Live tutorials are NOT recorded.

Week 1 - 8 September 2026

Understanding Customer Experience

- 1.1 What is Customer Experience?
- 1.2 Why is Customer Experience important?
- 1.3 The importance of brand in Customer Experience
- 1.4 Unlocking emotional connections through CX
- 1.5 Foundations of activating CX strategies
- 1.6 Shifting from campaigns to always on strategies
- 1.7 Comprehensive questions
- 1.8 Live tutorial

Week 2 - 15 September 2026

Understanding Customer Lifecycles and Journeys

- 2.1 What is the customer lifecycle?
- 2.2 Journey Mapping types
- 2.3 Customer Journey Map ingredients
- 2.4 Identifying moments that matter
- 2.5 Comprehensive questions
- 2.6 Live tutorial

Week 3 - 22 September 2026

CX Insights - Research and Customer Feedback

- 3.1 Where does customer experience insight come from?
- 3.2 Internal 'desktop' research
- 3.3 Customer surveys
- 3.4 Qualitative depth research
- 3.5 UX research

Week 4 - 29 September 2026

CX Insights - Data and Analytics

- 4.1 What do we mean by 'data'?
- 4.2 Data collection sources
- 4.3 Data analytics and segmentation methodologies
- 4.4 Comprehensive questions
- 4.5 Live tutorial

CMO GUEST SPEAKER

Cam Strachan
Southern Cross Austereo



Week 5 - 6 October 2026

Designing Omnichannel Experiences

- 5.1 Omni-channel experiences
- 5.2 Human-centred design
- 5.3 Comprehensive questions
- 5.4 Live tutorial

Week 6 - 13 October 2026

Execution Framework, Targeting and Decisioning

- 6.1 CXM maturity scale
- 6.2 SMART goals
- 6.3 Targeting
- 6.4 Decisioning
- 6.5 Comprehensive questions
- 6.6 Live tutorial

CMO GUEST SPEAKER

Chris Hayward
Optus



Week 7 - 20 October 2026

Personalised Content and Channels

- 7.1 Personalised content
- 7.2 Channels
- 7.3 Comprehensive questions
- 7.4 Live tutorial

CMO GUEST SPEAKER

Jimmy Hilvert
ABC



Week 8 - 27 October 2026

Measurement and Tech Enablement

- 8.1 Measurement, testing and optimisation
- 8.2 Tech and data enablement
- 8.3 Comprehensive questions
- 8.4 Live tutorial

CMO GUEST SPEAKER

Richard Whitworth
Seven



Week 9 - 3 November 2026

CX Leadership plus Q&A

- 9.1 CX Transformation
- 9.2 An evolving team structure
- 9.3 Developing a CX business case
- 9.4 Comprehensive questions
- 9.5 Live tutorial

Week 10 - 10 November 2026

Assessment (optional)

For participants choosing to continue with the assessment, presentations will be scheduled in for a 1:1 timeslot of approximately 20 minutes with the instructor for you to present your customer experience marketing strategy, using the PowerPoint template provided in the course resources. Students who pass this assessment, will qualify for the ADMA Customer Experience Certificate Digital Badge. Digital badges symbolise your achievements in a way that can be displayed, accessed, verified, and shared online.