



**TURBINE**  
ELEVATE

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## Enhancing Customer Experience



### Delight your Customers

Drive Loyalty. Grow Your Business.

In a world where customers have endless choices, exceptional customer experience (CX) is what sets businesses apart. More than just a service, CX is about building trust, creating memorable interactions, and turning customers into loyal advocates.

This interactive masterclass provides entrepreneurs with the tools and frameworks to understand their customers better, enhance every touchpoint in the customer journey, and create experiences that keep people coming back. Through expert insights and practical exercises, you'll learn how to design a customer-first approach that strengthens brand loyalty and fuels business growth.

#### Understand Your Customer's Needs



Learn to map customer touchpoints and identify opportunities for improvement.

#### Adopt a Human-Centred Approach



Design solutions that truly align with customer expectations.

#### Turn Feedback into Action



Implement effective feedback loops to refine and enhance your customer experience strategy.

#### Boost Retention & Loyalty



Create experiences that not only attract customers but also keep them engaged long-term.

# Understand customers, create impact, build loyalty

facilitated by Sonal Cheekhooree



## How it works?



### Understanding the Customer Journey

Map out customer interactions and spot gaps that affect satisfaction.



### Human-Centred Design Techniques

Develop solutions that prioritise customer needs and create seamless experiences.



### Feedback & Continuous Improvement

Set up systems to gather customer insights and refine your approach



### Building Customer Loyalty & Advocacy

Design strategies that turn satisfied customers into loyal advocates who promote your brand and drive sustained growth.

## Who should attend?

This masterclass is ideal for entrepreneurs, business owners, and startup founders who:

- Want to improve customer satisfaction and retention.
- Are looking to create meaningful customer experiences that set their brand apart.
- Need practical tools to map, analyse, and enhance customer interactions.

**Deliver outstanding experiences. Build customer loyalty. Grow your business!**

## Get in touch

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Venue : Turbine, Les Kocottes  
09 JULY 2026 | 8:30 - 12:00



Normal Price: MUR 9,000  
Price after HRDC: MUR 2,700

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