



GROW YOUR TEAM'S CX EXPERTISE

The CX Institute at The Daniel Group is your one stop for CX Education for you and your team.

CX Program Leader Certification – Introduction

Our CX experts have created a comprehensive two-day leadership training program. This intensive experience features small group work sessions, personalized consultations, and follow-up meetings to enhance and launch effective customer experience initiatives. This certification aims to make your CX program leader and teams more powerful leaders of your CX improvement effort.

CX Program Leader Certification – Advanced

This course amplifies the foundational elements in the Basic CX Program Manager course and adds new, compelling strategies & tactics to engage the entire enterprise (EX) as well as those you serve (CX). You'll leave with new power to engage, inform, coach, and compel those you serve.

Frontline Managers Course

In most B-to-B companies, delivering service is largely about frontline managers, supervisors and workers who service customers' equipment. This training provides tools to help frontline managers more effectively lead their teams to serve customers. These courses are offered on-site in half-day or full-day sessions.

CX for Customer Facing Teams

Equip your training team with the necessary tools and documentation to conduct a high-quality, two-hour Customer Experience (CX) training session for your frontline employees. The training is tailored to help you address the specific needs of your customers within your industry.

New Hire Onboarding

This onboarding course immerses new hires in your customers' real experiences from the very start, using your actual feedback to tell powerful stories that connect head, heart, and hands. Through a fast-paced, interactive session complete with live engagement, mobile activities, and Q&A.

Customer Journey Micro Module

This course helps employees understand real customer experiences and emotions through interactive, story-driven learning. It builds empathy and connection, especially for new hires starting their CX journey in Parts, Shop, Field or Rental.

CX for Executive Teams

Clear senior-level direction is essential to improving CX. This program aims to establish that direction. Our CX Workshop for Executives is a one-day, intensive CX program development opportunity for senior management team, held at your location. The program has two key objectives: helping the senior team define a clear strategic direction for your CX program and training senior executives on how best to manage the overall CX effort.

Customer Spotlights

We create a "Day in the Dirt" with your customers. This initiative sheds light on the realities, challenges, and culture of your customers. We produce engaging videos that you can leverage to celebrate your customers both internally and externally.



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