

STREET NR

CX LAB

Award in Customer Experience

Version: 1.0

Approved by: CX Lab

Review cycle: Annual or as required

Effective date: 9th February 2026

Programme Overview

The Award in Customer Experience (CX) is designed to provide learners with a structured introduction to customer experience principles and practices. The programme focuses on human-centric service design, customer journeys, and ethical leadership within organisational contexts.

Programme Information

- **Qualification:** Award in Customer Experience
- **MQF Level:** Level 5
- **ECTS:** 2 ECTS
- **Total Learning Hours:** 50 hours
- **Contact Hours:** 12 hours (face-to-face)
- **Mode of Delivery:** Face-to-face
- **Duration:** 8 weeks (part-time)

Target Audience

- Customer-facing professionals
- Employees involved in service delivery or process improvement (both front and back end)
- Individuals responsible for customer experience initiatives
- Professionals seeking an accredited introduction to CX

Entry Requirements

Applicants should meet one of the following:

- **MQF Level 4 qualification, or**
- **A minimum of two (2) years' work experience in a customer service role (front or back-end)**

Applicants must be proficient in English.

Learning Outcomes

Knowledge

- Understand key customer experience concepts and trends
- Distinguish between customer service and customer experience
- Identify components of customer journeys
- Recognise ethical leadership principles in CX contexts

Skills

- Analyse and map customer journeys
- Evaluate CX touchpoints
- Design practical CX improvements
- Apply CX concepts to real organisational scenarios

Assessment**Assessment includes:**

- active participation
- guided reflection
- an applied Customer Journey Audit project

A minimum pass mark of 55% is required.

Certification

Successful learners are awarded the Award in Customer Experience (MQF Level 5), accredited by MFHEA.

Delivery Locations

Programmes are delivered at CX Lab's approved training facilities at 16, Central Business Hub, Level 2, Triq l-Imdina, Attard and, where applicable, at suitably assessed external venues that meet learning, health, and safety standards.