

CX Mastery for Government Leaders & Teams

World-Class Certifications for UAE
Customer Happiness Departments



■ Impact Associates UAE in partnership with The CX Academy UK

Now offer internationally accredited CX Certifications and Diplomas—designed for UAE government departments and aligned with national service excellence standards.

■ Available in Arabic and English.

■ Credit-rated by Glasgow Caledonian University.



■ Our Previous Clients

We're proud to have supported CX transformation across respected government and private sector entities. Our programs have empowered leaders and teams who now stand out in delivering service excellence. These organizations trusted Impact Associates UAE and The CX Academy UK to elevate their CX capabilities—and lead the way in customer happiness.



Mercedes-Benz



■ Premium Courses

Professional Certificate in CX

For: Frontline staff, team leads, CX champions.



Duration: 16–12 hours.



Modules: 6 essential topics.



Includes:

Templates, toolkits, real-life use cases.

Professional Diploma in CX

For: CX Managers, Department Heads, Senior Executives.



Duration: 60–40 hours.



Modules:

10 including AI in CX, Journey Mapping & Strategy.



Features:

Assignments graded by CX experts, university credit-rated.

What's In It for Organizations?



Build Real-World CX Expertise

Your teams learn practical tools and global methods that create immediate value in government settings.



Enhanced Service Delivery

Exceed expectations. Delight citizens and residents.



Strategic Alignment

Support national goals for customer happiness and seamless services.



Employee Empowerment

Equip your staff with certifications that build confidence, skills, and accountability.



Elevate Employee Experience (EX)

Create empowered, high-performing teams through internal culture change and practical EX strategies.



Operational Excellence

Deliver smarter, faster, and more effectively with CX-trained staff.

What's In It for Participants?



Earn Globally Recognized Credentials

Participants gain university credit-rated certifications respected across the public sector.



Speak the Language of Leadership

They build the confidence to contribute to CX strategy at the highest levels.



Use Data Analytics & AI Strategically

Participants learn how to use data and automation to enhance—not replace—human service.



Create and Improve CX Strategies

They learn to craft new strategies and fine-tune existing ones to meet evolving needs.



Accelerate Career Growth

This training positions them to lead CX efforts and take on greater responsibility.



Apply Tools from Day One

Frameworks, playbooks, and templates are ready for immediate implementation.

Why Choose Our CX Certifications?



Real-World Expertise Learn from CX professionals with field-tested insights—not just theory.



Global Accreditation University credit-rated and aligned with EU qualifications. Credentials that matter



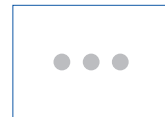
Bilingual Course Delivery Arabic and English. No barriers. Just clarity.



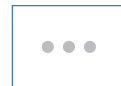
Blended Learning Model Live sessions + online modules. Flexible, relevant, and built for results.



Government-Focused Design Every detail is made for UAE Customer Happiness and Service Excellence frameworks.



Mentorship That Sticks Our experts guide learners through practical assignments that bring CX tools to life.



What Graduates Say About Our Certifications

Jeanne Ogilvie

Customer Strategy & Applied Design, Deloitte

All in all, this CX Diploma gave me new tools, new perspectives and most of all the knowledge, insight and confidence I needed to pursue my CX career.

Vanessa Logan

Business Analyst, University of South Florida (USF)

The CX Professional certificate course has been an incredible resource for explaining and showcasing the benefits and application of CX. The content is digestible and provides practical examples that I could implement in my daily work, particularly the CX Framework, and the 10 Steps for achieving CX Excellence.

Nikki Kooner-Ramm

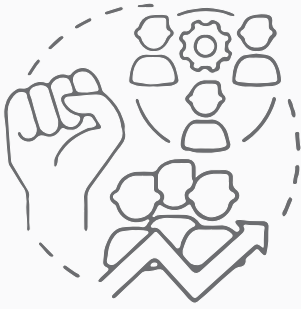
Business Analyst, University of Bristol

I found the Professional Certificate in CX really useful in understanding the benefits and principles of CX, and how we can implement this within our organization. I think the course was very well structured and easy to follow with lots of really useful references to external material. We are already starting to apply the learnings.

Christina Meehan

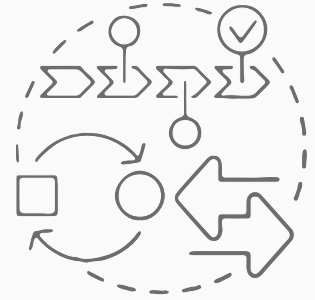
Client Services Manager, BT Group

I highly recommended this course for anyone and those who are customer-facing in particular. The course content is easy to follow and reinforces the same wording and theme throughout, so it becomes the new way of thinking and working for everyone in the organization.



Empower your CX teams.

Transform your department.



Deliver the Customer experience UAE promises.



Contact Us

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