

# CES Learning

## Creating Sustainable Customer Experiences: Building Brand Trust and Loyalty in the MENA Region

Deliver customer experiences that build trust and reflect your brand's sustainability values.

CES Learning

Certified by CPD UK

Certified by the Institute of Leadership





# Challenges Your Organization Might Be Facing

In today's MENA markets, customers expect brands to deliver more than products—they seek purpose, transparency, and impact. Yet many businesses still struggle to embed sustainability into the customer journey in a meaningful way. Without a clear strategy:

Customer trust is undermined by inconsistent sustainability messaging

- ♣ Loyalty programs miss the mark on values-driven engagement
- ♣ Teams operate in silos with unclear ownership over CX and ESG goals
- ♣ Communication lacks authenticity, affecting brand credibility and investor confidence
- ♣ Sustainability is treated as a marketing add-on rather than a core brand promise
- ♣ Customer journey mapping fails to integrate ESG values across all touchpoints
- ♣ Green claims lack proof, leading to accusations of greenwashing
- ♣ Digital channels miss opportunities to engage consumers in brand-led sustainability actions



**To remain relevant, brands must design experiences that reflect purpose, build trust, and prove their sustainability promise—at every customer touchpoint.**

# How This Course Will Transform Your Organization

**This course goes beyond traditional sustainability — it helps you reimagine how your brand engages, builds trust, and delivers long-term value by integrating purpose into every customer interaction. By joining, your organization will:**

Create consistent, values-driven experiences across all customer touchpoints

Strengthen customer loyalty through transparent and ethical branding

Integrate sustainability storytelling into marketing, communications, and CX design

Equip cross-functional teams to co-own sustainability and customer experience goals

Track impact using ESG-aligned CX metrics for brand accountability

## About CES - Who We Are

CES Learning is the training division of CES Consulting, based in Saudi Arabia. We equip organizations and professionals with practical, regionally contextualized sustainability knowledge and implementation capacity.

All programs are CPD UK and Institute of Leadership certified and tailored to the MENA regulatory and cultural landscape.

# Course Description

This course equips professionals with the tools to embed sustainability into every stage of the customer journey. As expectations for ethical, purpose-driven brands grow across the MENA region, organizations must rethink how they engage, communicate, and build loyalty. You'll learn how to craft brand experiences that reflect sustainability values, drive customer trust, and support ESG goals — from design to delivery.

## What Will I Learn?



### Course Duration:

- 2 Days - Workshop
- 8 hours - Live sessions
- 8 hours - hours live



### Subject Area:

Sustainable Customer  
Engagement and Brand Strategy



### Format:

Blended(Live sessions, workshops,  
and self-paced learning



Map sustainable  
customer  
journeys across  
key brand  
touchpoints



Integrate ESG  
values into  
marketing,  
communication,  
and brand  
narratives



Build loyalty  
programs rooted  
in transparency,  
ethics, and  
purpose



Use CX mapping  
and storytelling to  
design emotionally  
resonant  
experiences



Align teams  
around shared  
sustainability  
and customer-  
centric goals



# Who Will Benefit



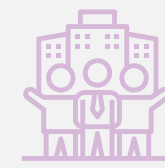
## This course is ideal for:



CX managers, brand strategists, and marketers



Sustainability professionals working in customer-facing roles



PR, communications, and corporate affairs teams



Public and private sector leaders aiming to align brand trust with ESG goals

No prior technical knowledge is required, but a basic understanding of sustainability or business concepts is helpful

## Background Requirements



Suitable for both beginners and professionals aiming to enhance customer engagement through sustainability



No technical background needed — just a passion for ethical branding and impactful customer experience



# Dynamic Learning Tools



CX mapping simulations



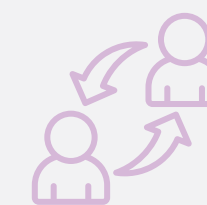
Brand storytelling workshops



Consumer sentiment analysis



MENA-focused customer  
insight reviews



Interactive peer collaboration  
and design labs



# Course modules

This immersive course introduces you to practical tools and strategies for designing purpose-driven customer experiences. It equips you with the skills to integrate sustainability into branding, loyalty programs, and communication — helping your organization build trust, inspire engagement, and stand out in a values-driven marketplace.





# Certification & Recognition

Upon completion, participants receive the CES Certificate in Sustainable Customer Experiences.



Verifiable credential with international recognition

Demonstrates applied skills in circular economy and sustainable business strategy



Institute of Leadership



CPD UK Certified (Continuing Professional Development)





# Course Registration

Register now to join our next cohort.

Start Date: July 2025

Format: Blended (8 hours live + 2 days workshop)

[Click here to register](#)



Scan QR Code to Register



## Course Fee:

- Early Registration: **SAR 1,980**
- Standard Fee: **SAR 2,200**

Register early to secure your spot and enjoy the discounted rate.

Thank you for your interest in CES Learning Academy's certified training programs. To secure your place, please register using the link or scan the QR code below.



## **Invest in a Sustainable Future**

Sustainable brands aren't built on promises — they're built through every customer experience. Join CES Learning to lead your brand's transformation.

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[www.ces.com.sa](http://www.ces.com.sa)



**in**



CES Consulting\_