

Executive Master's Degree Customer Experience

Economics, Business
and Enterprise Association



tech global
university



Executive Master's Degree Customer Experience

- » Modality: Online
- » Duration: 12 months.
- » Certificate: TECH Global University
- » Accreditation: 60 ECTS
- » Schedule: at your own pace
- » Exams: online

Website : www.techtitute.com/us/school-of-business/executive-master-degree/executive-master-degree-customer-experience

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01

Introduction to the Program

Customer Experience encompasses all interactions between a customer and a company, from the first contact to the ongoing relationship with the brand. According to various global studies, a significant majority of consumers report that a positive customer experience directly influences their decision to make a repeat purchase. With a comprehensive approach, it focuses on creating positive and memorable experiences, leveraging each touchpoint to strengthen the relationship. In this regard, TECH has designed a 100% online university qualification, with updated content tailored to the needs of professionals in Customer Experience, where they can enhance their knowledge through innovative methodologies.



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An exhaustive and 100% online program, exclusive to TECH, with an international perspective supported by our affiliation with the Economics, Business, and Enterprise Association.

Today, companies must adapt to an environment where the customer has more power than ever before. In fact, consumers are willing to pay more for a better customer experience. Therefore, the relevance of investing in the continuous improvement of customer experience is evident. Only in this way can experts ensure the long-term sustainability of brands, creating strong bonds, competitive differentiation, and measurable results at every stage of the customer journey.

With this in mind, TECH launches an innovative Executive Master's Degree in Customer Experience, offering an advanced approach designed to prepare professionals in the fields of marketing, sales, and customer service to implement effective customer experience strategies. Through a practical approach based on real-world cases, students will manage the entire customer experience cycle, from acquisition to loyalty, applying innovative solutions in dynamic and highly competitive contexts.

Furthermore, regarding the program's methodology, it is offered in a flexible 100% online format that allows students to plan their schedules individually. As a result, graduates only need an electronic device with internet access to connect to the Virtual Campus. There, they will have access to a library filled with multimedia resources in formats such as interactive summaries, explanatory videos, and specialized readings. As a result, professionals will acquire advanced knowledge that they can apply in the current industry.

Thanks to membership in the Economics and Business Education Association (EBEA), graduates will have access to publications, digital resources, and online seminars to stay up to date. Additionally, they will be able to participate in annual conferences and earn professional recognition from EBEA, driving their growth and professional excellence in economics and business.

This **Executive Master's Degree in Customer Experience** contains the most complete and up-to-date university program on the market. The most important features include:

- ♦ The development of practical case studies presented by experts in Customer Experience
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Special emphasis on innovative methodologies in Customer Experience
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



You will ensure compliance with international regulations and standards in customer experience management.

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TECH's Relearning System will allow you to learn with less effort and greater efficiency, engaging you more deeply in your Customer Experience specialization.

The program includes a faculty made up of professionals from the Customer Experience field, who bring their practical experience to the course, alongside recognized specialists from leading organizations and prestigious universities.

Its multimedia content, developed with the latest educational technology, will provide professionals with situated and contextualized learning, that is, a simulated environment that will provide immersive study set up to prepare them in real-life situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts.

You will deepen your understanding of designing customer experience strategies that address the needs, expectations, and emotions of consumers.

You will be able to manage various communication channels coherently and efficiently, ensuring a seamless experience for users.



02

Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs, available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it has a huge faculty of more than 6,000 professors of the highest international prestige.



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Study at the largest online university in the world and ensure your professional success. The future begins at TECH”

The world's best online university, according to FORBES

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method oriented to form the professionals of the future".

The best top international faculty

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

The world's largest online university

TECH is the world's largest online university. We are the largest educational institution, with the best and widest digital educational catalog, one hundred percent online and covering most areas of knowledge. We offer the largest selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university programs, in ten different languages, making us the largest educational institution in the world.



The most complete syllabuses on the university scene

TECH offers the most complete syllabuses on the university scene, with programs that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously updated to guarantee students the academic vanguard and the most demanded professional skills. and the most in-demand professional competencies. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

A unique learning method

TECH is the first university to use Relearning in all its programs. This is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this innovative academic model is complemented by the "Case Method", thereby configuring a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.



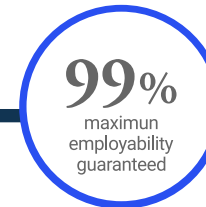
Google Premier Partner

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.



The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.



03 Syllabus

The academic pathway of this university program aims to focus and update students on all the key areas of this discipline. For example, from understanding the new consumer profile to the design and implementation of CX projects, students will manage the customer experience from different perspectives. With modules such as Customer Experience Analytics and Advanced Technology and Tools. Likewise, this academic opportunity offers cutting-edge tools and methodologies, preparing graduates to lead innovation and trends in a highly competitive business environment.

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You will master the most innovative methodologies to optimize the customer experience across all touchpoints”

Module 1. Customer Experience: New Customer or Consumer

- 1.1. Customer Experience
 - 1.1.1. Customer Experience. Causal Model: Experience - Satisfaction
 - 1.1.2. Customer Experience Management (CEM)
 - 1.1.3. Customer Experience vs. Brand Experience
 - 1.1.4. From Customer Experience to Customer Experience Management
- 1.2. The New Consumer
 - 1.2.1. The New Consumer. Relational vs. Transactional
 - 1.2.2. Current Market Trends
 - 1.2.2.1. Sustainability, Social Responsibility
 - 1.2.3. Impact of Technology and Social Networks on the Behavior of the New Consumer. Digital Trends
 - 1.2.3.1. Omnichannel, Overinformation, Immersive Experiences
 - 1.2.4. The Consumer as an Ambassador for the Company
- 1.3. Voice of the Customer (VOC) Methodology
 - 1.3.1. VOC Methodology
 - 1.3.2. Customer Experience Insights
 - 1.3.3. VOC Program as a Strategic Foundation for CX
- 1.4. VOC Methodologies Mapping
 - 1.4.1. Touchpoint Mapping
 - 1.4.2. VOC Journey
 - 1.4.3. Empathy Map
 - 1.4.4. MOTS Identification
- 1.5. VOC Program. Key Principles
 - 1.5.1. Listening
 - 1.5.2. Ask
 - 1.5.3. Interpret
 - 1.5.4. Act
 - 1.5.5. Monitor
 - 1.5.6. Design



- 1.6. Definition of a VOC Program. Stages
 - 1.6.1. Awareness Stage
 - 1.6.2. Collection Stage
 - 1.6.3. Analysis Stage
 - 1.6.4. Action Stage
 - 1.6.5. Assessment Stage
- 1.7. Collection of the Voice of the Customer (VOC): Designing the VOC Research
 - 1.7.1. Definition of Research Objectives and Scope
 - 1.7.2. Quantitative and Qualitative Data Collection Techniques
 - 1.7.3. Selection of Data Collection Methods
 - 1.7.4. Designing Questionnaires and Interview Guides
 - 1.7.5. Data Collection Tools
- 1.8. Analysis of the Voice of the Customer
 - 1.8.1. Identification of Patterns and Trends in the Collected Data
 - 1.8.2. Interpretation of Data to Identify Customer Needs, Wants, and Expectations
 - 1.8.3. Qualitative Tools Application
 - 1.8.4. Analysis Tools
- 1.9. Evaluation and Measurement of the Voice of the Customer
 - 1.9.1. Traditional Systems: NPS (Net Promoter Score)
 - 1.9.2. Measurement of Emotions
 - 1.9.3. Innovations in VOC Measurement
 - 1.9.4. Identification of Improvement Opportunities
- 1.10. Active Listening for VOC
 - 1.10.1. Dynamic Listening and Observation in VOC
 - 1.10.2. Customer Service as a Listening Method
 - 1.10.3. Sentiment Analysis on Social Media

Module 2. Customer-Centric Organization

- 2.1. Organizational Culture in Customer Experience
 - 2.1.1. The Effect of Corporate Culture on Customer Perception of the Brand
 - 2.1.2. Differentiating the Company from Competitors through Organizational Culture
 - 2.1.3. The Influence of Corporate Culture on Customer Loyalty
- 2.2. Development of Values and Principles in an Organizational Culture Focused on Customer Experience
 - 2.2.1. Definition of Values and Principles Oriented to Customer Experience
 - 2.2.2. Promoting Values and Principles Throughout the Organization
 - 2.2.3. Incorporating Values and Principles into the Business Strategy
- 2.3. Evaluating the Organization's Structure and Internal Processes to Achieve a Corporate Culture that Prioritizes Customer Experience
 - 2.3.1. Evaluation of the Organizational Structure. Areas for Improvement
 - 2.3.2. Evaluation of Internal Processes
 - 2.3.3. Employee Involvement in Improving Internal Processes to Achieve a Customer Experience-Oriented Corporate Culture
- 2.4. Promoting a Feedback and Improvement Culture in the Organization to Adapt to Customer Needs and Expectations
 - 2.4.1. Promoting a Feedback Culture in the Organization
 - 2.4.2. Managing and Using Feedback to Improve the Customer Experience
 - 2.4.3. Developing a Continuous Improvement Strategy Based on Received Feedback
- 2.5. Measurement and Evaluation of the Customer Experience-Centered Organizational Culture
 - 2.5.1. Definition of Key Indicators. Measurement
 - 2.5.2. Evaluation of Indicators and Analysis of Results
 - 2.5.3. Managing Results as Areas for Improvement
- 2.6. Promoting a Collaborative and Empathetic Culture in the Organization to Improve the Customer Experience
 - 2.6.1. Encouraging Collaboration Between Different Departments of the Organization
 - 2.6.2. Developing a Culture of Empathy and Customer Care Throughout the Organization
 - 2.6.3. Promoting Active Participation from All Employees in Improving the Customer Experience

- 2.7. Commitment at All Levels of the Organization to Foster a Customer Experience-Centered Corporate Culture
 - 2.7.1. Involvement of Senior Management in Promoting a Customer Experience-Centered Corporate Culture
 - 2.7.2. Encouraging Employee Commitment to a Customer Experience-Centered Corporate Culture
 - 2.7.3. Establishing an Incentive System to Foster Commitment to a Customer Experience-Centered Corporate Culture
- 2.8. Identification and Solution of Customer Pain Points Through Adaptation of the Organizational Culture
 - 2.8.1. Identifying Customer Pain Points Through Received Feedback
 - 2.8.2. Evaluating the Organization's Capacity to Solve Customer Pain Points
 - 2.8.3. Developing a Strategy to Address Customer Pain Points and Adapt the Organizational Culture
- 2.9. Establishing a Leadership Culture to Drive a Customer Experience-Centered Organizational Culture
 - 2.9.1. Developing Leadership Skills Focused on Customer Experience
 - 2.9.2. Designing a Leadership Model to Promote a Customer Experience-Centered Organizational Culture
 - 2.9.3. Involving Leaders in Promoting a Customer Experience-Centered Organizational Culture
- 2.10. Aligning the Organization's Goals and Objectives with a Customer Experience-Centered Corporate Culture
 - 2.10.1. Defining the Organization's Strategy Centered on Customer Experience
 - 2.10.2. Setting Long-Term Objectives and Specific Goals
 - 2.10.3. Integrating a Customer Experience-Centered Corporate Culture into the Organization's Overall Strategy

Module 3. Customer Science: Research in Customer Experience

- 3.1. Principles and Value of Customer Experience
 - 3.1.1. Differences Between CX and UX
 - 3.1.2. Customer Experience as a Company Strategy
 - 3.1.3. CX Transformation: A Step Further in Organizational Culture
- 3.2. Key Factor in CX: Omnichannel
 - 3.2.1. Omnichannel. Omnichannel CX
 - 3.2.2. Omnichannel User Experience. Key Points
 - 3.2.3. Determining Omnichannel Maturity
- 3.3. Global Service-Customer Relationship Map: Blueprint
 - 3.3.1. Blueprint. Uses
 - 3.3.2. Benefits of Blueprint in CX
 - 3.3.3. Designing a Blue Print
- 3.4. Process to Evolve CX in a Company. Research
 - 3.4.1. Research in Terms of CX
 - 3.4.2. Scope of Study
 - 3.4.2.1. Customer Lifecycle
 - 3.4.2.2. Stages
 - 3.4.2.3. Research Object
 - 3.4.3. CX Improvement Work Techniques. Practical Exercises
 - 3.4.4. Research with Limited Resources
 - 3.4.5. OPS Research
- 3.5. Knowledge of Potential Customers. Archetypes
 - 3.5.1. Customer Knowledge as the Basis for Designing Experiences
 - 3.5.2. The 12 Jungian Archetypes
 - 3.5.3. Character Design
- 3.6. Customer Journey in CX

- 3.6.1. Customer Journey. Usefulness
- 3.6.2. Customer Journey. Contributions
- 3.6.3. Customer Journey Design: Key Aspects
- 3.7. Quantitative Techniques in CX
 - 3.7.1. Quantitative Techniques. Scope of Application
 - 3.7.2. Types of Quantitative Techniques: Usefulness and Measurement Indicators
 - 3.7.2.1. Surveys
 - 3.7.2.2. User Tests
 - 3.7.2.3. A/B Testing
 - 3.7.2.4. Integrating Metrics into Processes
 - 3.7.2.5. *Card Sorting*
 - 3.7.2.6. *Tree Testing*
 - 3.7.2.7. *Eye-Tracking*
- 3.8. Qualitative Techniques in CX
 - 3.8.1. Qualitative Techniques Scope of Application
 - 3.8.2. Types of Qualitative Techniques: Usefulness and Measurement Indicators
 - 3.8.2.1. Heuristic Evaluation
 - 3.8.2.2. *Benchmark*
 - 3.8.2.3. User Tests
 - 3.8.2.4. Personal Interviews
 - 3.8.2.5. *Focus Group*
 - 3.8.2.6. *Shadowing/Mystery Shopping*
 - 3.8.2.7. Diary Studies
- 3.9. Methodologies Used in CX
 - 3.9.1. Work Methodologies
 - 3.9.2. Design Thinking. Practical Application in CX
 - 3.9.3. Lean UX. Practical Application in CX
 - 3.9.4. Agile. Practical Application in CX
- 3.10. Accessibility as Part of CX
 - 3.10.1. Accessibility as part of CX
 - 3.10.2. Web Accessibility Levels. Legal Aspects
 - 3.10.3. Accessible Websites, Products, and Services

Module 4. Design and Implementation of a CX Project. Governance Model

- 4.1. Definition of a Realistic Project Scope
 - 4.1.1. Type of Project
 - 4.1.1.1. Problem Resolution
 - 4.1.1.2. Value Proposition
 - 4.1.1.3. Innovation
 - 4.1.2. Starting Point
 - 4.1.2.1. Data as a Tool to Identify Opportunities and Insights
 - 4.1.3. Alignment of Objectives, Participants, and Execution Timeframes. Role of Experts, Facilitators
 - 4.1.3.1. Review of Business Needs
 - 4.1.3.2. Identification of Internal and External Stakeholders
 - 4.1.3.3. Customer Profile
 - 4.1.3.4. Definition of Expected Output
- 4.2. Identification of the Customer Profile in a CX Project
 - 4.2.1. Identifying the Desired Customer Profile as a Challenge
 - 4.2.2. Behavioral Profiling
 - 4.2.2.1. Consumption and Purchase Habits
 - 4.2.2.2. Interaction with Communication Channels
 - 4.2.2.3. Degree of Digitalization
 - 4.2.2.4. Sociodemographic Snapshot
 - 4.2.3. Communication with the Customer and Data Handling
- 4.3. Customer Journey in a CX Project
 - 4.3.1. Analysis and Categorization of Touchpoints
 - 4.3.1.1. Safari and Shadowing
 - 4.3.1.2. Interviews
 - 4.3.1.3. *Workshops and Focus Groups*
 - 4.3.2. Identification of Customer Needs by Audience Profile
 - 4.3.2.1. Customer Satisfaction Points
 - 4.3.2.1.1. What's Working Today, What Does the Customer Value
 - 4.3.2.2. Customer Pain Points
 - 4.3.2.2.1. What's Not Working Today, What Causes Frustration in the Customer

- 4.3.3. Defining the Customer Journey for Each Customer Type
 - 4.3.3.1. Identification of Key Gain and Pain Points for Each Key Stage and Touchpoint
- 4.4. Project Execution
 - 4.4.1. Project Execution. Key Aspects
 - 4.4.1.1. Aligning the Customer Vision with Business Objectives
 - 4.4.1.2. Visualizing the Customer Journey: Setting a Starting Point to Align All Company Teams
 - 4.4.1.3. Economic Feasibility Analysis: Profitability
 - 4.4.1.4. Involvement of Key People in Customer Relations for the Execution Phase
 - 4.4.2. Diagnosis and Resolution
 - 4.4.2.1. Presentation Formulas for the Diagnosis
 - 4.4.2.1.1. Co-Creation Workshops
 - 4.4.2.1.2. *Benchmarking*
 - 4.4.2.2. Resolution
 - 4.4.2.2.1. Task Identification
 - 4.4.2.2.2. Task Assignment by Profile
 - 4.4.3. Assessment
 - 4.4.3.1. Defining KPIs
 - 4.4.3.2. Data Collection
 - 4.4.3.3. Valuation Period
- 4.5. Framework for Action in the CX Project
 - 4.5.1. Consolidation or Disqualification
 - 4.5.2. Internal Evangelization
 - 4.5.3. Identification of Tools
- 4.6. Business Case for Product. Launch of New Product
 - 4.6.1. Illustration of the CX Role in the Development of an Innovative Product
 - 4.6.2. Phases in the Launch of a New Product
 - 4.6.3. Common Mistakes
- 4.7. Business Case for Service. CX as a Catalyst for Innovation
 - 4.7.1. The Key Role of CX in Innovation Processes
 - 4.7.2. Phases
 - 4.7.3. Key Success Factors

- 4.8. Business Case for Service. Customer Satisfaction as a Lever for Continuous Improvement
 - 4.8.1. Measuring Customer Satisfaction Across the Entire Customer Journey
 - 4.8.2. Phases
 - 4.8.3. Action-Oriented Routines
- 4.9. Governance Model in a CX Project
 - 4.9.1. Roles
 - 4.9.2. Data
 - 4.9.3. Iterative Action Plans
- 4.10. Successful Implementation of a CX Project. Key Factors
 - 4.10.1. Learnings
 - 4.10.2. References
 - 4.10.3. Resources

Module 5. Customer Experience Analytics

- 5.1. Data Quality and Activation: Key Elements for a Dashboard
 - 5.1.1. Data Capture
 - 5.1.1.1. What, When and How to Collect Customer Feedback
 - 5.1.2. Data Analysis
 - 5.1.2.1. Requirements for Maintaining a System Interpretable by Different Layers of the Organization Over Time
 - 5.1.3. Decision Making. Interpretation and Action
- 5.2. NPS (Net Promoter Score): Customer Loyalty
 - 5.2.1. NPS: What it Measures and How
 - 5.2.2. Using NPS as a Benchmark KPI. Pros and Cons
 - 5.2.3. Examples and Industry References
- 5.3. CSAT (Customer Satisfaction Score). Customer Satisfaction
 - 5.3.1. CSAT: What it Measures and How
 - 5.3.2. Use of CSAT as a Reference KPI. Pros and Cons
 - 5.3.3. Examples and Industry References

- 5.4. Complementary KPIs
 - 5.4.1. CES (Customer Effort Score). Customer Satisfaction with the Difficulty of a Specific Action
 - 5.4.2. CLV (Customer Lifetime Value). Customer Lifetime Value
 - 5.4.3. Churn and Retention Rates
 - 5.4.4. Sector-Specific Particularities
- 5.5. Online Reputation. Importance of Semantic Data on the Internet
 - 5.5.1. Active Listening on the Internet: Brand Reputation Analysis on Social Media, Comparison Sites, and Your Website
 - 5.5.2. Response Strategy: Interaction as a Tool for Managing Brand Reputation
 - 5.5.3. Platforms for Listening and Management
- 5.6. Contact Center. The Phone, a Powerful Lever for Tuning into the Customer
 - 5.6.1. Illustrating the Role of CX in the Development of an Innovative Product
 - 5.6.2. Essential Phases
 - 5.6.3. Common Mistakes
- 5.7. Key Factors for Achieving a Holistic View of Customer Feedback
 - 5.7.1. Selecting Your Optimal KPIs
 - 5.7.2. Optimizing the Moment in the Journey for Collecting Feedback
 - 5.7.3. Identifying Customer Experience by Customer Profile Type
- 5.8. Technology Architecture. Key Aspects
 - 5.8.1. Security
 - 5.8.2. Privacy
 - 5.8.3. Integrity
 - 5.8.4. Scalability
 - 5.8.5. Real-Time
- 5.9. Dashboard
 - 5.9.1. Roles
 - 5.9.1.1. Who Interacts, Purpose, and Frequency
 - 5.9.2. Data Visualization
 - 5.9.2.1. Platforms
 - 5.9.3. Assessing the Implications of Integrations

- 5.10. Customer Experience from Different Starting Points: The Path to Excellence
 - 5.10.1. Degree of Knowledge of Your Customer and the Target Customer
 - 5.10.2. Experience Management with External Teams
 - 5.10.3. Resources, Time and Follow-Up
 - 5.10.4. Evangelization from the Executive/Leadership Team

Module 6. Shopping Experience

- 6.1. Shopping Experience
 - 6.1.1. Shopping Experience
 - 6.1.2. Generating Experiences as a Means of Differentiation
 - 6.1.3. Key Factors to Understanding Shopping Experience
- 6.2. The Buying Process and Sales Cycle
 - 6.2.1. Consumer Psychology in Purchase Decision-Making
 - 6.2.2. The Sales Cycle: Key Strategies to Optimize the Sales Process
 - 6.2.3. The Market and Buying Patterns
- 6.3. Excellence in Customer Service and After-Sales Service
 - 6.3.1. Customer Service and After-Sales Service
 - 6.3.2. Omnichannel Customer Service
 - 6.3.3. Effective Communication Techniques with Customers
 - 6.3.4. Influence of Store Personnel on the Shopping Experience
- 6.4. Personalization in the User Experience
 - 6.4.1. Personalization in the User Experience Relevance
 - 6.4.2. Influence of Personalization on Purchase Decision-Making
 - 6.4.3. Personalization in In-Person Customer Service
- 6.5. Designing the Customer Experience in Physical Stores
 - 6.5.1. Designing Store Layouts to Enhance the Customer Experience
 - 6.5.2. Using the Senses to Generate Positive Emotions in Consumers
 - 6.5.3. Strategies to Improve the In-Store Experience
- 6.6. In-Store Technology
 - 6.6.1. Interactive Screens in Physical Stores
 - 6.6.2. Geotargeting Use of Beacons to Personalize the Shopping Experience
 - 6.6.3. Data Analysis to Improve the Shopping Experience

- 6.7. Emotional Marketing in the Shopping Experience
 - 6.7.1. Emotions in Purchase Decision Making Influence
 - 6.7.2. Designing Emotional Marketing Strategies
 - 6.7.3. Use of Storytelling in the Shopping Experience
- 6.8. Sensory Marketing in the Shopping Experience
 - 6.8.1. Sensory Marketing. Relevance
 - 6.8.2. Sensory Marketing Techniques
 - 6.8.2.1. The Senses: Generators of Positive Emotions in Consumers
 - 6.8.3. Trends in Sensory Marketing. The Future
- 6.9. Evaluation of the Shopping Experience
 - 6.9.1. Metrics
 - 6.9.2. Collection of Customer Feedback
 - 6.9.3. Actions and Techniques for Evaluating the In-Store Experience
- 6.10. Creating a Memorable Shopping Experience
 - 6.10.1. Creating a Memorable Shopping Experience
 - 6.10.2. Retail Trends
 - 6.10.3. Accessible Shopping Experience

Module 7. Digital Platforms Experience

- 7.1. Digital Channels
 - 7.1.1. IoT (Internet of Things). The Role of IoT in Digital Channels
 - 7.1.2. Types of Digital Channels
 - 7.1.3. Choosing the Right Digital Channels for Your Business
- 7.2. Web Channel
 - 7.2.1. Analysis of User Experience on the Web Channel
 - 7.2.2. Search Engine Optimization (SEO)
 - 7.2.3. Liquid Web Design: Adaptation to Mobile Devices
- 7.3. Mobile Applications and Social Media
 - 7.3.1. Types of Mobile Applications
 - 7.3.2. Essential Functions of an App: Implementation
 - 7.3.3. Impact of Social Media on Customer Experience
 - 7.3.3.1. Actions to Improve Customer Interaction and Satisfaction

- 7.4. Chatbots
 - 7.4.1. Types of Chatbots
 - 7.4.1.1. Rule-Based Chatbots
 - 7.4.1.2. AI-Based Chatbots
 - 7.4.1.3. Hybrid Chatbots
 - 7.4.2. Integrating Chatbots into Digital Channels to Improve Customer Support and Efficiency
 - 7.4.3. Designing a Chatbot for an Intuitive and Effective User Experience
- 7.5. Voice Technology
 - 7.5.1. Voice Technology Use Cases
 - 7.5.2. Virtual Assistants to Enhance the Customer Experience
 - 7.5.3. Voice Technology in the Customer Experience. Trends and Future
- 7.6. Customer Experience in Digital Channels
 - 7.6.1. *Customer Experience* in Digital Channels
 - 7.6.2. Web Design as a Driver for Improving User Experience
 - 7.6.3. Efficiency as Part of the Experience
- 7.7. Design for Channels
 - 7.7.1. Omnichannel Design
 - 7.7.2. Managing Design to Improve Experience Across Different Channels
 - 7.7.3. Design Systems: *Atomic Design and Design Systems*
- 7.8. Working with Channels
 - 7.8.1. Content Marketing
 - 7.8.1.1. Creating Valuable and Relevant Content for Customers in Digital Channels
 - 7.8.2. Optimizing Digital Channels to Improve Search Engine Ranking
 - 7.8.3. Use of Influencers and Celebrities to Provide an Emotionally Connected Customer Experience
- 7.9. Personalization
 - 7.9.1. Omnichannel Personalization. Personalized User Experience
 - 7.9.2. Artificial Intelligence
 - 7.9.2.1. Clustering and Hyper-Personalization
 - 7.9.3. Personalization to Create Relevant and Attractive Offers and Promotions for Each Customer
- 7.10. Omnichannel and Frictionless
 - 7.10.1. The Concept of Frictionless and Its Impact on the Customer Experience
 - 7.10.2. Identifying and Managing Friction with the Customer

Module 8. Employee Experience

- 8.1. Employee Experience. The Importance of a Solid System
 - 8.1.1. Employee Experience as a Key Driver of CX
 - 8.1.2. Developmental Phases
 - 8.1.3. Advantages of a Solid EX System
 - 8.1.4. The BANI context. Current Trends for an EX System
- 8.2. Corporate Culture: The Foundation of the Employee Experience System
 - 8.2.1. Corporate Culture
 - 8.2.2. Roles Facilitating Employee Experience
 - 8.2.3. Types of Organizations and Cultures
 - 8.2.4. Roles and Responsibilities of Key EX Stakeholders
- 8.3. The Role of the Human Resources Department with a Customer-Centric Vision
 - 8.3.1. The Role of HR as an EX Facilitator
 - 8.3.2. Strategic Elements to Drive EX
 - 8.3.3. Internal Diagram of a Customer-Centric Culture
 - 8.3.4. Practical Application
- 8.4. Employee Listening Systems (I): Base Ecosystem for EX
 - 8.4.1. The 360° Employee Listening System
 - 8.4.2. Employee Listening Map
 - 8.4.3. Proactive Listening Tools
 - 8.4.4. Mechanisms for Continuous EX Monitoring
 - 8.4.5. Practical Application
- 8.5. Employee Listening Systems (II): Key Indicators in EX
 - 8.5.1. Employee Data Sources. Applying Results
 - 8.5.2. EX Tracking and Measurement Indicators
 - 8.5.3. Do's and Don'ts in Establishing CX Indicators Linked to Employees
- 8.6. Employee Experience Tools (I): Map of the Customer and Employee Experience Ecosystem
 - 8.6.1. Linking the Customer Journey with Internal Organizational Processes. Purpose
 - 8.6.2. Building a CX and Employee Ecosystem Map
 - 8.6.3. Practical Application

- 8.7. Employee Experience Tools (II): The Employee Archetype
 - 8.7.1. The Employee Archetype
 - 8.7.2. Building an Employee Archetype
 - 8.7.3. Utilizing Employee Archetypes
 - 8.7.4. Practical Application
- 8.8. Employee Experience tools (III): Employee Journey
 - 8.8.1. The Employee Journey
 - 8.8.2. Building an Employee Journey
 - 8.8.3. Using Employee Journeys
 - 8.8.4. Practical Application
- 8.9. Responsibility for Establishing, Maintaining, and Enhancing Employee Experience
 - 8.9.1. Roles and Responsibilities in EX
 - 8.9.2. Impact of Social Changes and Trends on Employee Experience
 - 8.9.3. Continuous Listening to Employees and the Market for Competitive Advantage
 - 8.9.4. Case Study
- 8.10. Key Elements of an Employee-Centric Culture
 - 8.10.1. Importance of an Employee Experience System
 - 8.10.2. Benefits of an EX System for Exponential CX Improvement
 - 8.10.3. The Five Key Factors for Successful Implementation of an Employee-Centric System

Module 9. Technology and Advanced Tools for Customer Experience. Customer Department Platform (CDP)

- 9.1. Technology as an Enabler of Customer Experience
 - 9.1.1. Key Elements of a CX System Supported by Technology
 - 9.1.2. Technology Linked to CX
 - 9.1.3. Technology at the Service of People
 - 9.1.4. Practical Application
- 9.2. Initial Technology Diagnosis to Enhance Customer Experience
 - 9.2.1. Conducting a Diagnosis in Innovation and Technology
 - 9.2.2. Types of Companies According to Their Technological Maturity
 - 9.2.3. Phases for Effective Technology Implementation

- 9.3. Systems for Capturing Customer Information
 - 9.3.1. Customer Feedback as the Basis for Actionable CX
 - 9.3.2. Sources of Direct Information Capture
 - 9.3.3. Sources of Indirect Information Capture
 - 9.3.4. Innovative Sources for Customer Capture
 - 9.3.5. Practical Application
- 9.4. Systems for Collecting and Storing Customer Information (CRM)
 - 9.4.1. CRM. Relevance
 - 9.4.2. Practical Applications of CRM in a Company
 - 9.4.3. Integrations as an Essential Element to Feed and Optimize CRM Usage
 - 9.4.4. Key Elements for Establishing and Maintaining Information in CRM
- 9.5. Systems for Analyzing and Gaining Customer Insights
 - 9.5.1. 360° Customer View
 - 9.5.2. Differences Between CRM and CEM
 - 9.5.3. Key Elements for Establishing a Useful CEM System
 - 9.5.4. Practical Application
- 9.6. Systems to Feed Customer Profiles
 - 9.6.1. Managing CRM Data to Increase Customer Knowledge
 - 9.6.2. Platforms that Facilitate a Holistic View of Customers
 - 9.6.3. Practical Application
- 9.7. Systems to Trigger and Personalize Customer Experience (CDP)
 - 9.7.1. Customer Data Platform (CDP)
 - 9.7.2. CDP for Improving CX
 - 9.7.3. Customer Intelligence Platform (CIP): A Step Beyond CDP
- 9.8. Market Research Systems
 - 9.8.1. The Importance of Involving Current and Potential Customers
 - 9.8.2. CX Research to Integrate the Customer into Strategic Decisions
 - 9.8.3. Platforms for Tracking Insights and Market Trends
 - 9.8.4. Practical Application
- 9.9. GDPR: A Secure Framework for Handling Customer Data
 - 9.9.1. GDPR. Who It Applies To
 - 9.9.2. Key Elements for GDPR Compliance
 - 9.9.3. GDPR Non-Compliance. Consequences

- 9.10. The Technological Ecosystem to Enhance the CX Strategy
 - 9.10.1. The Importance of Solid Technology for Excellent CX
 - 9.10.2. Diagram of CX System Integration
 - 9.10.3. Key Factors to Ensure Technology Does Not Backfire Against CX

Module 10. Innovation and Trends in Customer Experience

- 10.1. Innovation and Customer Experience. The Connection
 - 10.1.1. Innovation Within the Framework of CX
 - 10.1.2. Objectives of Customer Experience Innovation
 - 10.1.3. Innovation in Developing Customer Interactions
- 10.2. Managing Customer Experience in the Era of Digital Transformation
 - 10.2.1. Intelligent Experience Engine. Relevance
 - 10.2.2. Seeking Hyper-Personalized Experiences
 - 10.2.3. Managing Experience in an Omnichannel Environment
- 10.3. Innovation in Managing a Customer-Centric Company
 - 10.3.1. The Model of Innovation from the Customer to the Company
 - 10.3.2. Key Profiles for the Development of an Innovation Model
 - 10.3.3. Open Innovation Models
- 10.4. Methodologies to Accelerate the Effective Innovation Process
 - 10.4.1. Innovation and Creativity-Generating Routines
 - 10.4.2. Lean Startup Method to Include the Customer in Innovation
 - 10.4.3. Kanban Board for Gaining Innovation and Efficiency in Your Day-to-Day
 - 10.4.4. Scrum Methodology. Practical Application
 - 10.4.5. Adoption of Continuous Innovation Generation Tools. Benefits
- 10.5. Tools for the Development of Innovative Customer-Centric Business Models
 - 10.5.1. Business Model Canvas. How to Challenge Your Business Model with This Tool
 - 10.5.2. Value Proposition Canvas and Customer Journey: Relationship
 - 10.5.3. Empathy Map. Beyond Tangible Interactions with the Customer
 - 10.5.4. Practical Case
- 10.6. Neuromarketing and Customer Experience: Putting Yourself in the Customer's Shoes
 - 10.6.1. Neuromarketing and Innovation Optimization
 - 10.6.2. Real-World Applications of Neuromarketing in CX
 - 10.6.3. Customer Insights Guide to Enhance CX with Neuromarketing
 - 10.6.4. Success Case



- 10.7. Innovation in CX (I): Artificial Intelligence, Virtual Reality, and Facial & Biometric Recognition Systems in CX
 - 10.7.1. Artificial Intelligence (AI) for Process Optimization and Omnichannel Management
 - 10.7.2. Virtual Reality (VR) and Augmented Reality (AR) to Bring Your Customer Experience Anywhere
 - 10.7.3. Facial and Biometric Recognition Systems as Tools to Alleviate Pain Points with Customers
 - 10.7.4. Success Case
- 10.8. Innovation in CX (II): Machine Learning, IoT, and Omnichannel Management Platforms
 - 10.8.1. Machine Learning (ML) for Data Processing
 - 10.8.2. Internet of Things (IoT) for Enhancing Customer Experience and Knowledge
 - 10.8.3. Omnichannel Management Platforms for a Holistic Customer View
 - 10.8.4. Success Case
- 10.9. Technoethics: Technology at the Service of Humanity, Not Vice Versa
 - 10.9.1. Protection of Neuro-Rights or Intellectual Property Rights (IP)
 - 10.9.2. Ethics in Artificial Intelligence (AI)
 - 10.9.3. Hyperconnectivity of the Customer and the Use of Their Data
 - 10.9.4. The Technological Challenge
- 10.10. Establishing an Innovation System in a Customer-Centric Company. Importance
 - 10.10.1. Key Factors for a Customer-Oriented Innovation Process
 - 10.10.2. Benefits of a Company with Continuous Innovation Systems
 - 10.10.3. Innovation at the Service of People for an Optimal Customer Experience



You will develop key skills to implement successful Customer Experience projects, managing customer experience across multiple channels"

04

Teaching Objectives

This university program aims to train professionals in designing and managing exceptional customer experiences, tailored to the needs of a dynamic and digital business environment. Through a practical and up-to-date approach, students will apply customer-centric strategies, utilizing the latest technological and analytical tools to measure and enhance the experience. Additionally, the curriculum will foster a comprehensive view of Customer Experience, developing key competencies to implement effective CX projects, manage the experience across various channels, and lead teams focused on customer satisfaction.





“

You will manage the customer experience holistically, applying the latest trends and innovative methodologies to optimize results”



General Objectives

- Develop skills in managing and improving customer experience
- Apply customer-centric strategies to increase satisfaction and loyalty
- Use analytical and technological tools to measure the impact of Customer Experience initiatives
- Design and implement Customer Experience projects across various business areas
- Manage the customer experience across multiple channels, both physical and digital
- Understand trends and innovations in Customer Experience, adapting strategies to market changes



You will apply customer-centric strategies using advanced technological tools to effectively measure and improve customers' purchasing processes"





Specific Objectives

Module 1. Customer Experience: New Customer or Consumer

- ♦ Analyze the profile of the new consumer and their expectations regarding brand experience
- ♦ Identify the key factors to adapt to the new customer demands in a digitalized environment

Module 2. Customer-Centric Organization

- ♦ Establish the foundations for transforming an organization towards a customer-centered approach
- ♦ Develop strategies to align all departments within the company around the customer experience

Module 3. Customer Science: Research in Customer Experience

- ♦ Apply research methods to understand customer needs and expectations
- ♦ Interpret the results of studies and surveys to design effective Customer Experience strategies

Module 4. Design and Implementation of a CX Project. Governance Model

- ♦ Design Customer Experience projects based on an effective governance model
- ♦ Develop competencies to manage the implementation of CX projects across different areas of the company

Module 5. Customer Experience Analytics

- ♦ Apply analytical tools to measure customer satisfaction and experience
- ♦ Interpret collected data to make informed decisions that optimize the customer experience

Module 6. Shopping Experience

- ♦ Design shopping experiences that enhance customer satisfaction and loyalty
- ♦ Implement strategies to improve the experience in physical stores and e-commerce platforms

Module 7. Digital Platforms Experience

- ♦ Developing strategies to improve customer experience on digital and mobile platforms
- ♦ Apply innovative technologies to create personalized and efficient experiences in the digital environment

Module 8. Employee Experience

- ♦ Recognize the importance of employee experience in creating a customer-centric culture
- ♦ Design strategies to improve employee motivation and engagement with the Customer Experience mission

Module 9. Technology and Advanced Tools for Customer Experience. Customer Department Platform (CDP)

- ♦ Identify the most advanced technological tools to manage customer experience
- ♦ Apply the use of a Customer Data Platform (CDP) to centralize and manage customer data

Module 10. Innovation and Trends in Customer Experience

- ♦ Analyze the latest trends in Customer Experience and their impact on business models
- ♦ Implement innovative strategies that position the company as a leader in customer experience

05

Career Opportunities

Graduates of this university program will be prepared to take on key roles in organizations across any sector, leading teams and projects focused on optimizing the customer experience. Career opportunities include positions such as Customer Experience Director, Consultant in Customer Experience Strategies, and Head of Customer-Oriented Digital Transformation. Additionally, professionals will be able to apply their knowledge in areas such as marketing, sales, customer service, and data analysis, where they can enhance customer satisfaction, loyalty, and engagement across various platforms and channels.



“

You will lead customer-centric digital transformation, implementing innovative solutions to improve satisfaction and loyalty.

Graduate Profile

Upon completing the Executive Master's Degree in Customer Experience, graduates will have a comprehensive approach to managing the customer experience, acquired through both theoretical and practical learning. Graduates will be professionals capable of designing, implementing, and evaluating Customer Experience strategies based on data and innovative technologies. Additionally, they will possess a strategic and analytical profile, with the skills needed to lead multidisciplinary teams and manage CX projects in both digital and physical environments. They will be prepared to tackle the challenges of a highly competitive and globalized market.

You will lead teams and projects focused on optimizing the customer experience, applying effective strategies across diverse organizations.

- ♦ **Comprehensive Management of Customer Experience:** Design, implement, and evaluate customer-centric strategies, improving satisfaction and loyalty across various interaction channels.
- ♦ **Data Analysis for Customer Experience Improvement:** Use advanced analytical tools to interpret data and make informed decisions that optimize the customer experience.
- ♦ **Adaptation to New Technologies:** Incorporate advanced technologies, such as digital platforms, to efficiently and personally manage the customer experience.
- ♦ **Leadership in Organizational Transformation:** Lead the transition of a company to a customer-centric model, aligning multidisciplinary teams to create a customer experience culture across the organization.





After completing this university program, you will be able to apply your knowledge and skills in the following positions:

1. **Customer Experience Director:** Responsible for designing and leading customer experience strategies, ensuring their effective implementation across all company touchpoints to maximize satisfaction and loyalty
2. **Customer Experience Strategy Consultant:** Advising organizations on how to improve the customer experience, using analytical tools and digital platforms to personalize and optimize consumer interactions.
3. **Customer Experience Project Manager:** Leading projects aimed at improving the customer experience, from design to implementation, ensuring solutions are innovative and aligned with consumer needs.
4. **Customer Experience Analyst:** In charge of analyzing data and customer experience metrics, using analytical tools to identify improvement opportunities and optimize customer experience strategies.
5. **Shopping Experience Specialist:** Responsible for designing exceptional shopping experiences, both in physical and digital environments, enhancing customer satisfaction through an omnichannel approach.
6. **Innovation and CX Trends Consultant:** Responsible for identifying and applying the latest trends and technologies in customer experience, ensuring the company stays at the forefront of customer experience management.
7. **Employee Experience Manager:** Responsible for improving the employee experience within the organization, fostering a positive work environment that directly impacts the customer experience.

06

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



“

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

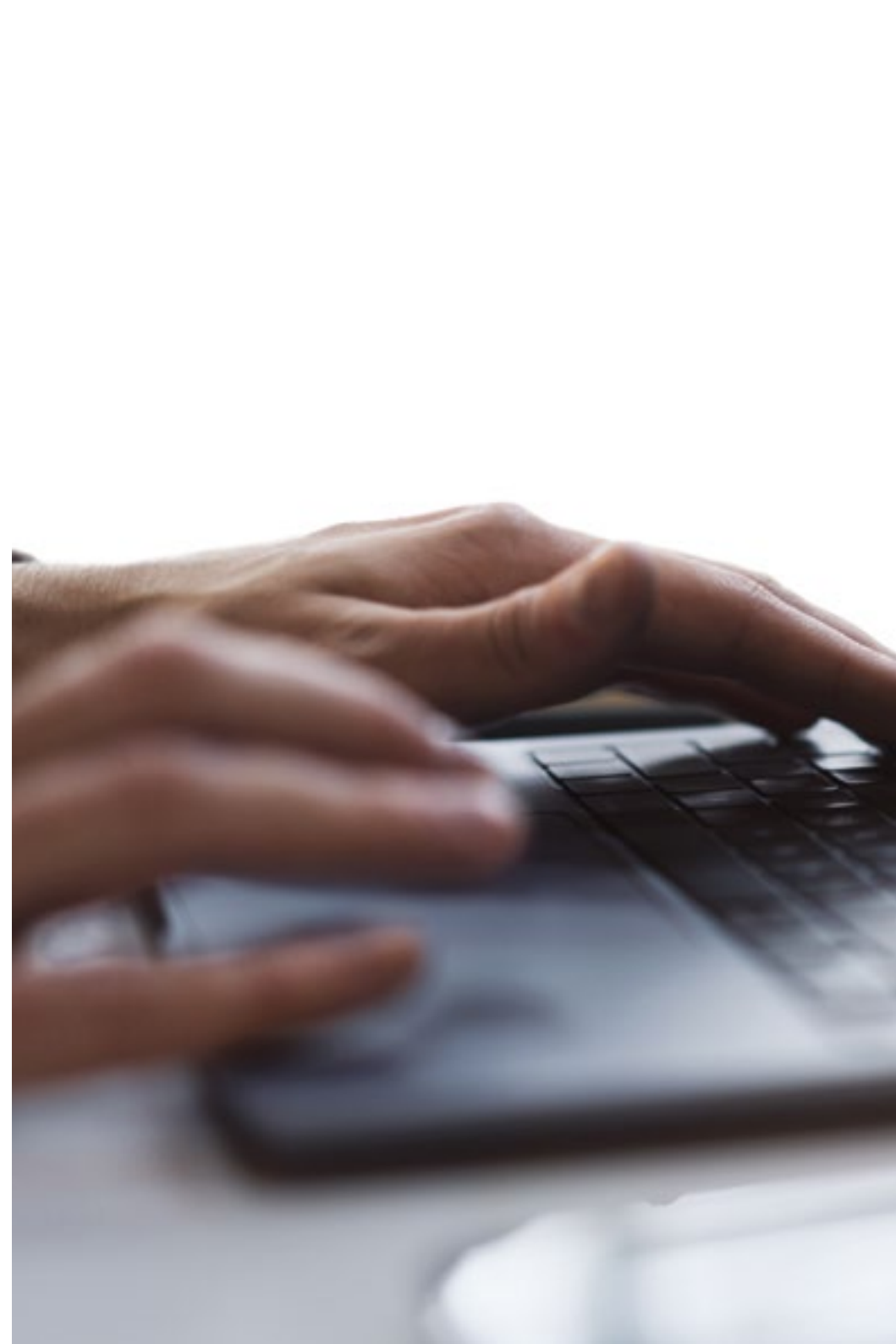
In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

“

*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“

TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

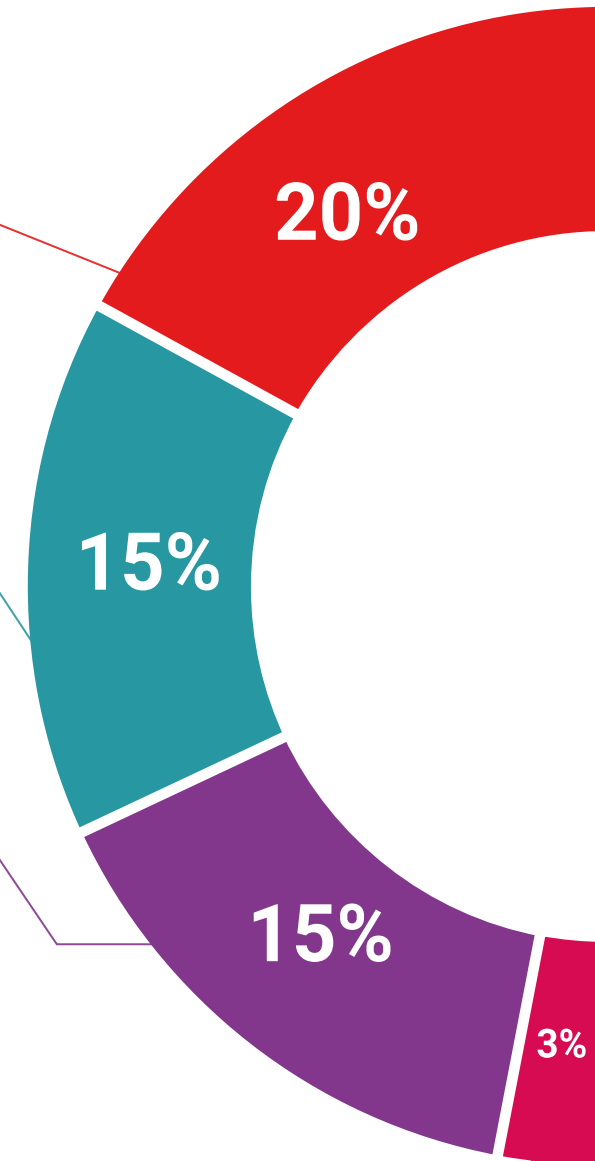
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

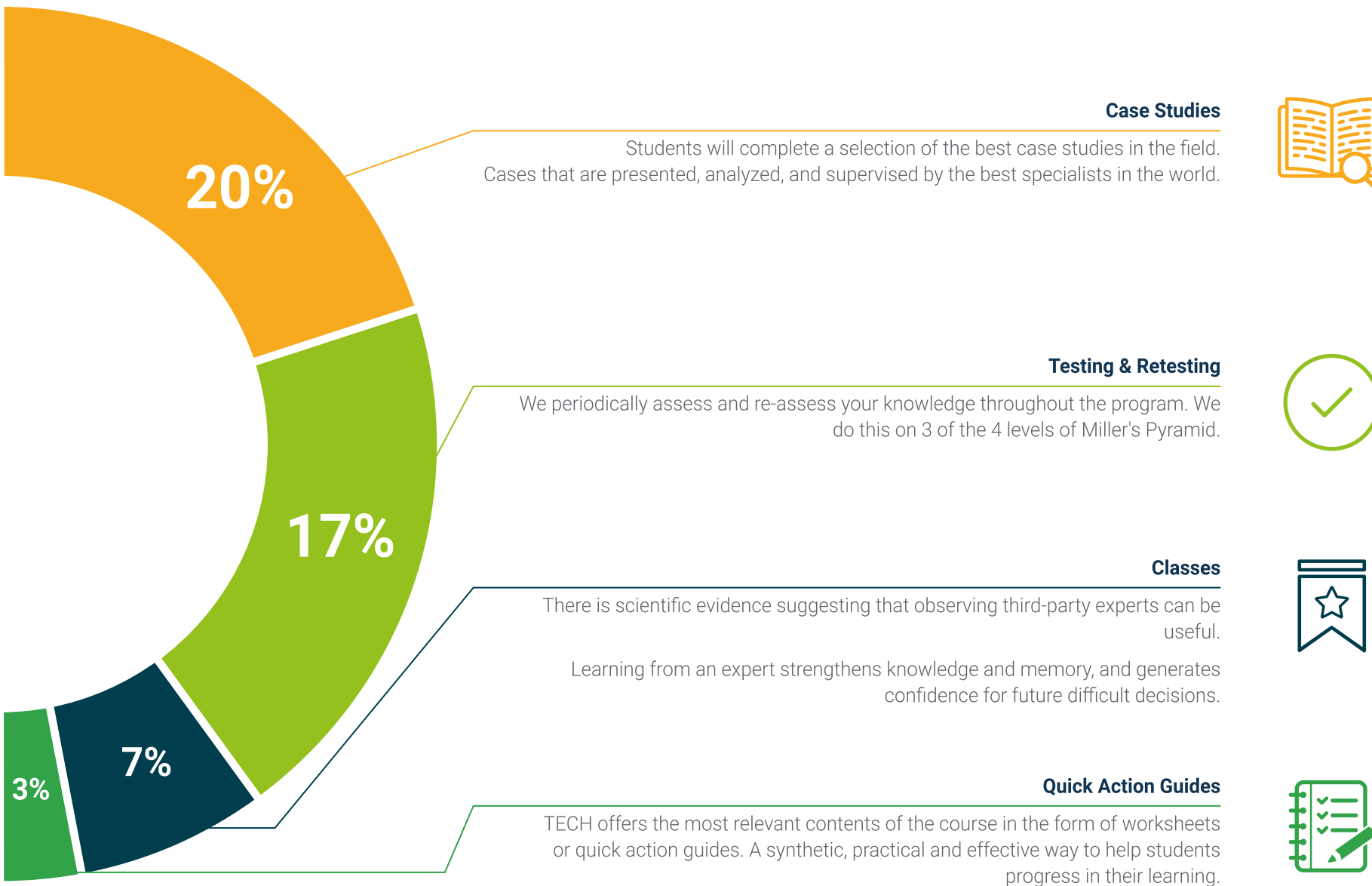
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





07

Teaching Staff

The faculty involved in this university program boasts a solid and well-recognized track record in the fields of Digital Marketing and Customer Intelligence.

Their experience across various sectors, combined with their leadership abilities, has positioned them as leaders in the field, blending exceptional professional practice with a high-level academic commitment. Thanks to this dual expertise, they are well-equipped to provide professionals with up-to-date, applied, and strategic training, aimed at addressing real market challenges with a critical perspective and innovative solutions.





“

With a renowned faculty, this university program stands out as a cutting-edge option, ensuring solid and top-tier specialization”

Management



Ms. Pilar Yépez Molina

- ♦ Marketing Consultant and Trainer for companies under the brand La Digitalista
- ♦ Executive Creative Director and Founding Partner creating and developing Online and Offline Marketing campaigns at ÚbicaBelow
- ♦ Executive Creative Director creating and developing Promotional and Relationship Marketing campaigns for Online and Offline clients at Sidecar SGM
- ♦ Online Creative Manager and Creative Executive at MC Comunicación
- ♦ Digital Marketing teacher at the College of Journalists of Catalonia
- ♦ Teacher of Digital Marketing and Communication Strategies in the Engineering Degree at BES La Salle
- ♦ Digital Marketing teacher in Euncet Business School
- ♦ Postgraduate Degree in Relationship Marketing by the Institute of Digital Economy ICEMD
- ♦ Degree in Advertising and Public Relations from the University of Seville

Professors

Mr. Daniel Maestro Miguel

- ♦ Corporate Marketing Director and Country Manager Spain at GeneproDX
- ♦ Corporate Marketing Director and Partner at SonoMedical
- ♦ Corporate Digital Marketing Director at ISDIN
- ♦ Digital Business Director at RocaSalvatella
- ♦ Marketing Director at Fhios Smart Knowledge
- ♦ Digital Marketing Lecturer at the Fundación Cibervoluntarios
- ♦ Postgraduate Lecturer in Digital and Cultural Transformation of Organizations at Pompeu Fabra University
- ♦ Digital Marketing Lecturer at BES La Salle
- ♦ Postgraduate in Interactive Strategies and Creativity from the Autonomous University of Barcelona
- ♦ Postgraduate in Social Media, SEM, SEO, Mobile Marketing, and Crisis Management on the Internet from IEBS Business School
- ♦ MBA and Business Management from the School of Business Administration (EAE)
- ♦ Bachelor's Degree in Business Administration (BBA) from the School of Business Administration (EAE)

Mr. Rueda Salvador, Daniel

- ♦ Customer Intelligence Director at Iberostar Group
- ♦ Digital Project Manager at Iberostar Group
- ♦ Innovation and Guest Experience Analyst
- ♦ Foreign Trade and Investment Advisor
- ♦ Reception and Customer Service Agent
- ♦ Master's Degree in International Business Management from the Center for Economic and Commercial Studies (CECO)
- ♦ Executive Development Program in Management and Leadership by Deusto Business School
- ♦ Bachelor's Degree in Business Administration and Management with a Specialization in Marketing and Sales from Deusto Business School

Ms. Luchena Guarner, Estefanía

- ♦ Senior Digital Consultant at AKTIOS
- ♦ Cat Salut
- ♦ Banc Sabadell
- ♦ CaixaBank (CaixaBank Consumer Finance y Caixabank Digital)
- ♦ BBVA, Línea Directa, etc
- ♦ Graduate in Technical Expert in Graphic Design and Multimedia and Computer Management from ESERP-ESDAI University
- ♦ Scrum Certified & Product Owner by the International School of Project Management (EIGP)
- ♦ Product Owner, Certified in Agile Project Management and SCPO (Scrum Certified & Product Owner) certification
- ♦ Scrum Master in Digital Talent Advanced Agile Project Managment Program
- ♦ Advanced HTML+CSS Certificate and Web Design by SoftObert
- ♦ HTML5+CSS3 Responsive and Web Design Certificate by SoftObert
- ♦ Certification in Neurolinguistic Programming (NLP)





Ms. De los Reyes Flores, Paloma

- ♦ Production Assistant at ELLE Magazine
- ♦ MBA with Specialization in Fashion Business Management from Esden Business School
- ♦ Influencer Marketing
- ♦ Double Degree in Law and Business Administration from the Faculty of Legal and Social Sciences at the University of Castilla-La Mancha

Ms. Camps, Núria

- ♦ Customer Experience Trainer
- ♦ Freelance Consultant on Customer Experience, Process Improvement, Technology Tool Implementation, and Customer Service
- ♦ Consultant and Auditor of Quality Management Systems at Quality & Methode
- ♦ Master's Degree in Tourism Destination Marketing
- ♦ Diploma in Tourism by the University of Girona

08 Certificate

The Executive Master's Degree in Customer Experience guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Executive Master's Degree issued by TECH Global University.



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Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This private qualification will allow you to obtain a **Executive Master's Degree in Customer Experience** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

TECH is a member of the **Economics, Business and Enterprise Association (EBEA)**, a prestigious organization dedicated to promoting professional excellence in business sciences. This affiliation strengthens its commitment to academic excellence in the business field.

TECH is a member of:



Title: **Executive Master's Degree in Customer Experience**

Modality: **online**

Duration: **12 months**.

Accreditation: **60 ECTS**





Executive Master's Degree Customer Experience

- » Modality: Online
- » Duration: 12 months.
- » Certificate: TECH Global University
- » Accreditation: 60 ECTS
- » Schedule: at your own pace
- » Exams: online

Executive Master's Degree

Customer Experience

Economics, Business
and Enterprise Association

A background image showing a close-up of two business professionals, a man and a woman, both smiling and looking towards the right. The man is in the foreground, wearing a dark suit, white shirt, and blue patterned tie. The woman is partially visible behind him, also smiling. The image is framed by diagonal geometric shapes in dark blue and light grey.

tech global
university