

# Postgraduate Certificate Customer Centric Organization





## Postgraduate Certificate Customer Centric Organization

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: university graduates who have previously completed any of the degrees in the field of social sciences, administration and business

Website: [www.techtitute.com/in/school-of-business/postgraduate-certificate/customer-centric-organization](http://www.techtitute.com/in/school-of-business/postgraduate-certificate/customer-centric-organization)

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# 01 Welcome

Today, the Customer Centric Organization has become a key business philosophy for success in an increasingly competitive and changing marketplace. A company's ability to understand and meet the needs of its customers is a critical factor in attracting and retaining them. Customer-centric organizations are able to create exceptional shopping and usage experiences that increase user loyalty and satisfaction and generate greater long-term revenue and profitability. That is why TECH has designed this degree, which offers complete and up-to-date instruction on this essential business philosophy. And all this in a 100% online format so that professionals can combine their work responsibilities with their studies.



Postgraduate Certificate in Customer Centric Organization.  
TECH Technological University





“

*Master the techniques and tools  
necessary to guide your company towards  
this business philosophy. Do it with TECH”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success”*

## At TECH Technological University



### Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

*"Microsoft Europe Success Story"*, for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**+500**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



### Analysis

---

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the *Relearning* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### Economy of Scale

---

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.





“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to study with a team of world-renowned teachers.*

# 04 Objectives

This university program offers professionals an opportunity to develop skills and knowledge in key areas to manage a customer-centric organization. By pursuing this program, specialists can learn how to design unforgettable customer experiences, maintain effective user relationships, and use data for strategic and tactical decision making. By improving these skills, experts can have a significant impact on the success and profitability of their company, as well as their own career.





“

*This degree will enable you to perfect your skills to successfully manage an organization focused on the customer experience”*

**TECH makes the goals of their students their own goals too.  
Working together to achieve them.**

The **Postgraduate Certificate in Customer Centric Organization** will enable the student to:

01

Define the organization's values and principles that allow for the creation of a Customer Experience focused culture and demonstrate how these values are translated into concrete actions for the benefit of the customer

02

Establish work methodologies that streamline and encourage creativity and continuous improvement

03

Define the fundamentals for implementing a CX project







04

Design an effective, multi-role, decision-oriented customer satisfaction governance model

05

Identify the best customer experience KPI based on the nature of the company

06

Using emotional marketing and storytelling to create a memorable shopping experience

# 05

# Structure and Content

This university program has been designed to meet the needs of Digital Marketing professionals, and therefore is taught in online mode, which gives students the freedom to choose the time and place of study. The program lasts six weeks and offers a stimulating and unique learning experience to establish the fundamental foundations and excel in the field of Customer Experience. The structure of the program is flexible and affordable, allowing specialists to organize their academic resources according to their schedules and work obligations.



“

*The Relearning system characteristic of this program will allow you to learn at your own pace without having to submit to teaching limitations”*

## Syllabus

The Postgraduate Certificate in Customer Centric Organization aims to improve the capacity of analysis and efficient decision making in the field of Customer Experience, deepening the orientation of organizations towards this business vision.

During the 6-week program, key managerial competencies will be worked on to foster a culture of feedback evaluation of companies focused on CX, engagement at all levels of the organization and the identification of customer pain points, among other topics. The curriculum seeks to train leaders capable of leading high-performance teams in the digital sector and acquire skills in decision-making and project management from a strategic, technological and innovative perspective.

The Postgraduate Certificate in Customer Centric Organization adapts to the academic needs of each student by offering the didactic materials in various multimedia and textual formats, which guarantees a personalized and efficient learning experience.

In addition, the degree is offered in a flexible format, which allows students to organize their academic resources according to their schedules and work responsibilities, and is supported by the Relearning pedagogical methodology that promotes meaningful and lasting learning.

This Postgraduate Certificate takes place over 6 weeks and is divided into 1 module:

### Module 1

### Customer Centric Organization



### Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Customer Centric Organization completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

*A unique educational experience, key and decisive to boost your professional development and make the definitive leap.*

**Module 1. Customer Centric Organization**

**1.1. Organizational Culture in Customer Experience**

- 1.1.1. Effect of corporate culture on customer perception of the brand
- 1.1.2. Differentiating the company from the competition through organizational culture
- 1.1.3. Influence of corporate culture on customer loyalty

**1.2. Development of values and principles in an Organizational Culture focused on Customer Experience**

- 1.2.1. Definition of values and principles oriented to Customer Experience
- 1.2.2. Promotion of values and principles throughout the organization
- 1.2.3. Incorporation of values and principles into business strategy

**1.3. Evaluation of the organization's internal structure and processes to achieve a corporate culture that prioritizes the customer experience**

- 1.3.1. Evaluation of the organizational structure. Aspects for Improvement
- 1.3.2. Evaluation of Writing Processes
- 1.3.3. Involving employees in the improvement of internal processes to achieve a Customer Experience oriented corporate culture

**1.4. Fostering of a culture of feedback and improvement in the organization to adapt to customer needs and expectations**

- 1.4.1. Promotion of the feedback culture in the Organization
- 1.4.2. Managing and using feedback to improve customer experience
- 1.4.3. Development of a continuous improvement strategy based on feedback received

**1.5. Measurement and Evaluation of organizational culture focused on Customer Experience**

- 1.5.1. Definition of key indicators. Measurement
- 1.5.2. Evaluation of indicators and analysis of results
- 1.5.3. Management of results as aspects for improvement

**1.6. Promotion of a collaborative and empathetic culture in the organization to improve the customer experience**

- 1.6.1. Encouraging collaboration between the different departments of the organization
- 1.6.2. Development of a culture of empathy and customer service throughout the organization
- 1.6.3. Promoting the active participation of all employees in improving the customer experience

**1.7. Commitment at all levels of the organization to foster a corporate culture focused on Customer Experience**

- 1.7.1. Involvement of senior management in the promotion of a corporate culture focused on Customer Experience
- 1.7.2. Fostering employee commitment to a Customer Experience-centric corporate culture
- 1.7.3. Establishment of an incentive system to encourage commitment to a corporate culture focused on Customer Experience

**1.8. Identifying and Addressing Customer Pain Points through Organizational Culture Adaptation**

- 1.8.1. Identification of the customer's pain points through the feedback received
- 1.8.2. Assessment of the organization's ability to solve customer pain points
- 1.8.3. Developing a strategy to address customer pain points and adapt organizational culture

**1.9. Establishment of a leadership culture to drive an organizational culture focused on Customer Experience**

- 1.9.1. Development of leadership skills focused on Customer Experience
- 1.9.2. Design of a leadership model to promote an organizational culture focused on Customer Experience
- 1.9.3. Involvement of leaders in the promotion of organizational culture focused on Customer Experience

**1.10. Alignment of the organization's objectives and goals with a business culture focused on Customer Experience**

- 1.10.1. Definition of the organization's strategy focused on Customer Experience
- 1.10.2. Establishment of long-term objectives and specific targets
- 1.10.3. Integration of the corporate culture focused on Customer Experience in the overall organizational strategy the overall strategy of the organization





# 06

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.







“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization”*

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world*”



*This program prepares you to face business challenges in uncertain environments and achieve business success.*





*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.





In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*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.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### 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.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents 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".



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

# Our Students' Profiles

The Postgraduate Certificate is aimed at University Graduates, Graduates and Graduates who have previously completed any of the following degrees in the field of Social and Legal Sciences, Administrative and Economic Sciences.

The diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program.

The Postgraduate Certificate can also be taken by professionals who, being university graduates in any area, have two years of work experience in the field of Digital Marketing.





“

*It delves into aspects such as customer pain points and develops strategies to address them. This will allow you to manage organizational projects focused on the Customer Experience”*

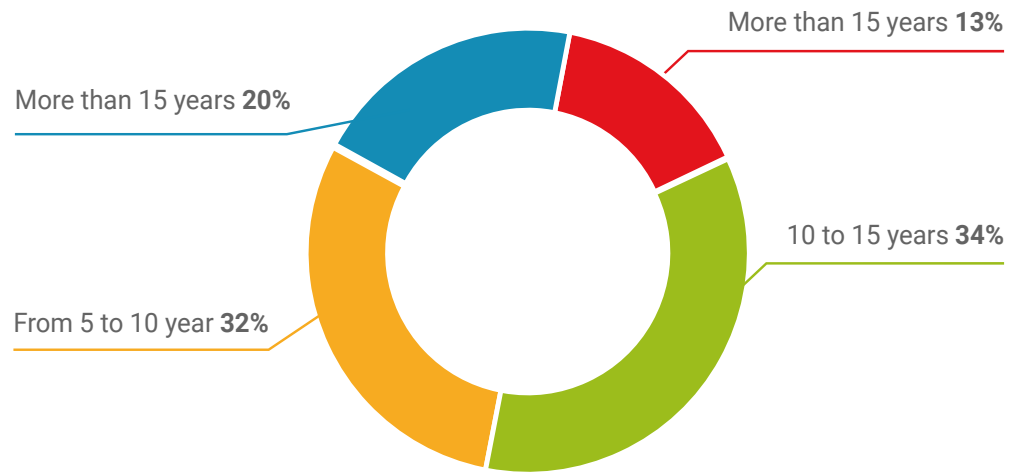
### Average Age

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Between **35** and **45** years old

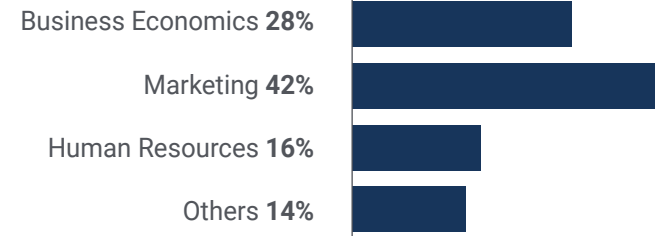
### Years of Experience

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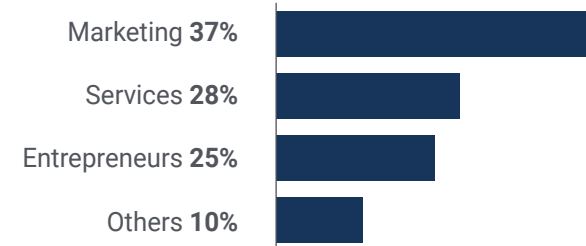
### Training

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### Educational Profile

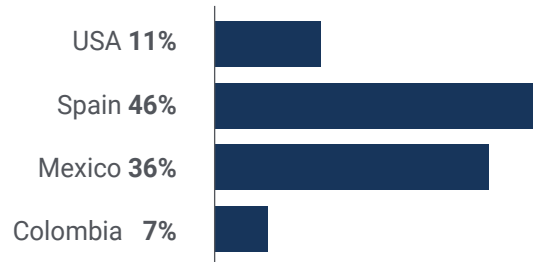
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## Geographical Distribution

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## María Gorro Villalba

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Customer Success Specialist

*"Thanks to the Postgraduate Certificate in Customer Experience, I have gained a comprehensive knowledge on how to design and deliver an exceptional experience to my customers. Relearning's pedagogical methodology allowed me to learn in an effective and enjoyable way, and the teaching team, made up of highly prestigious professionals, provided me with tools and strategies based on the latest trends"*

08

# Course Management

The faculty of this university program is made up of renowned professionals with vast experience in the field of Digital Marketing. All of them are active in the industry, which enables them to provide students with up-to-date instruction in tune with the latest trends and best practices in Customer Intelligence. Therefore, the faculty is able to provide students with a comprehensive and practical understanding of the relevance of CX in the contemporary business environment, and equip them with tools and strategies to improve the user experience. In addition, the extensive professional experience of the professors guarantees a quality education and a connection with the business reality, which will allow students to apply what they have learned in their daily work life.



A black and white photograph showing three people from a different perspective, looking down at a screen. The image is partially obscured by a dark blue diagonal shape that separates it from the white text area below.

“

*Quality contents and the best teaching team to offer you a complete and updated Postgraduate Certificate. Don't wait any longer and take advantage of the opportunity”*

## Management



### Ms. Yépez Molina, Pilar

- ♦ Marketing consultant and trainer for companies under the brand La Digitalista
- ♦ Executive creative director and founding partner creating and developing on and off-line marketing campaigns at ÚbicaBelow
- ♦ Executive creative director creating and developing promotional and relational marketing campaigns for on and off-line clients at Sidecar SGM
- ♦ Online creative manager and executive creative at MC Comunicación
- ♦ Digital Marketing teacher at the College of Journalists of Catalonia
- ♦ Lecturer of Digital Marketing and Communication Strategies in the Engineering Degree at BES La Salle
- ♦ Digital Marketing teacher at EUNCET
- ♦ Postgraduate in Relationship Marketing by ICEMD
- ♦ Degree in Advertising and Public Relations from the University of Seville



## Professors

### Mr. Maestro Miguel, Daniel

- Corporate Marketing Director and Country manager Spain Genepro DX
- Corporate Marketing Director and partner of SonoMedical
- ISDIN's Corporate Director of Digital Marketing
- Director of Digital Business at RocaSalvatella
- Marketing Director of FHIOS Smart Knowledge
- Digital Marketing teacher at Cibervoluntario of the Cibervoluntarios Foundation
- Lecturer of Digital and Cultural Transformation of Organizations at Pompeu Fabra University
- Digital Marketing Teacher in BES LaSalle
- Postgraduate degree in strategies and interactive creativity from the Autonomous University of Barcelona (UAB)
- Postgraduate in Social Media, SEM, SEO, Mobile Marketing and Crisis Management on the Internet by IEBS School
- Master's Degree in Business Administration (MBA) from the School of Business Administration (EAE)
- Degree in Business Administration (BBA) from the School of Business Administration (EAE)



09

# Impact on Your Career

Studying the Postgraduate Certificate in Customer Centric Organization can have a significant impact on a Digital Marketing professional's career. This program provides the skills and knowledge necessary to lead customer experience strategies and improve decision making in this area. With a greater understanding of the importance of customer orientation in business strategy, graduates can stand out in the job market. In this way, they will gain access to more responsible and higher paying positions in a wide variety of industries. In addition, the 100% online format and the Relearning pedagogical methodology allow for flexibility in the organization of academic resources, which facilitates the adaptation of the program to the needs of each student.





“

*TECH focuses all its efforts on helping you achieve the professional growth you desire in the Customer Experience and Customer Centric fields”*



## Are you ready to take the leap? Excellent professional development awaits

TECH's Customer Centric Organization Postgraduate Certificate is an intensive program that prepares you to face challenges and business decisions in Digital Marketing. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

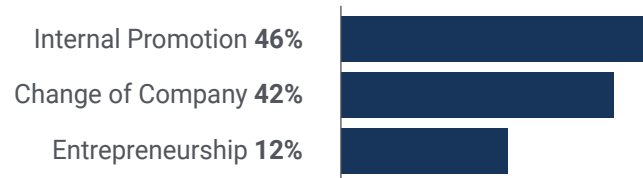
*Don't miss the opportunity TECH gives you to enrich your performance and your job prospects.*

*Progress in your own company or become part of more powerful companies thanks to the completion of this Postgraduate Certificate.*

### Time of Change



### Type of Change



## Salary Increase

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This program represents a salary increase of more than **25.2%** for our students



10

# Benefits for Your Company

Having a Digital Marketing professional who has completed the Postgraduate Certificate in Customer Centric Organization can be a great boost for a company. This type of professional possesses specialized skills and knowledge in the field of Customer Experience, which will allow him/her to develop user-centered strategies to improve user satisfaction and loyalty. In addition, these specialists are prepared to lead teams and projects, which can have a positive impact on the company's productivity and profitability.



“

*The User Experience Specialist will be able to provide the company with the best strategies to improve the organizational culture, providing a series of changes that will optimize the company's economic performance”*

Developing and retaining talent in companies is the best long-term investment.

01

### **Growth of talent and intellectual capital**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

---

02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

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04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

---

06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

11

# Certificate

The Postgraduate Certificate in Customer Centric Organization guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.





“

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

This **Postgraduate Certificate in Customer Centric Organization** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Customer Centric Organization**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



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## Customer Centric Organization