

# Postgraduate Certificate

## Customer Experience Innovation



## Postgraduate Certificate Customer Experience Innovation

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University graduates, diploma and degree holders who have previously completed any of the degrees in the field of Social and Legal Sciences, Administration and Business Administration.

Website: [www.techtitute.com/us/school-of-business/postgraduate-certificate/customer-experience-innovation](http://www.techtitute.com/us/school-of-business/postgraduate-certificate/customer-experience-innovation)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Structure and Content

---

*p. 18*

06

Methodology

---

*p. 24*

07

Our Students' Profiles

---

*p. 32*

08

Course Management

---

*p. 36*

09

Impact on Your Career

---

*p. 40*

10

Benefits for Your Company

---

*p. 44*

11

Certificate

---

*p. 48*

# 01

# Welcome

Innovation in Customer Experience is critical to the success of any business. Consumers expect a personalized, seamless and convenient experience at all points of contact with the company. That is why more and more organizations are applying new technologies in their processes and strategies to improve the way they interact with their customers. Under this premise, TECH has designed this program that offers a unique opportunity to learn about the latest trends and advances in this field. With a 100% online design, students can access academic resources anytime, anywhere. In addition, the Relearning pedagogical methodology allows for a personalized and dynamic learning experience, adapted to the needs of each student.



Postgraduate Certificate in Customer Experience Innovation.  
TECH Technological University





“

*Distinguish yourself from the rest of the candidates with modern knowledge, adapted to new technologies and business demands”*

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:



### Analysis

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



### Academic Excellence

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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

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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.



### 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.



*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 Postgraduate Certificate enables students to acquire the skills and knowledge necessary to develop effective Customer Experience innovation strategies. In this way, professionals will delve into the use of new technologies to improve interaction with customers, create personalized and satisfying experiences and integrate multiple communication channels to develop an omnichannel experience. Thus, specialists will be ready to improve user retention and foster brand loyalty.



“

*Combine your new knowledge in Customer Service with a reliable deepening in Neuromarketing and Open Innovation Models”*

**TECH makes the goals of their students their own goals too.  
Together they work to achieve them.**

The **Postgraduate Certificate in Customer Experience Innovation** enables the student to:

01

Establish work methodologies that streamline and encourage creativity and continuous improvement

02

Define the fundamentals for implementing a CX project

03

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







04

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

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05

Using emotional marketing and storytelling to create a memorable shopping experience

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06

Analyze the impact of technology on the shopping experience and how to use it to improve customer interaction in the physical store

05

# Structure and Content

The Postgraduate Certificate in Customer Experience Innovation has been created specifically to meet the needs of professionals specialized in this sector. This program is completely online, which gives students the flexibility to study anytime, anywhere. With a duration of six weeks, it offers a unique and motivating learning experience that provides the necessary skills to excel in the field of Innovation. In addition, the Relearning pedagogical methodology allows students to adapt the academic resources to their schedule and work responsibilities, ensuring an optimal assimilation of the contents.





“

*You will be able to access video summaries, tests and case studies based on real examples to contextualize all the topics covered”*

## Syllabus

The Postgraduate Certificate in Customer Experience Innovation aims to improve analytical skills and effective decision making in the field of Customer Experience.

Over the course of six weeks, key topics such as Open Innovation Models, Neuromarketing, Artificial Intelligence, Online Reality and Omnichannel Management Platforms, among others, will be addressed in order to educate leaders capable of leading high-performance teams in the digital sector.

The curriculum is designed to develop decision-making and project management skills from a strategic, technological and innovative perspective. Leadership and teamwork are encouraged to acquire skills from a global perspective. In addition, the program adapts to the academic needs of each student, offering didactic materials in various multimedia and textual formats that guarantee a personalized and efficient learning experience.

In conclusion, the Postgraduate Certificate in Innovation in Customer Experience seeks to update and expand

the competencies of professionals in the digital sector, providing them with an innovative perspective and solid academic training. Students will have the opportunity to develop management skills and acquire practical knowledge to apply in their work environment, giving them an advantage in the competitive Digital Marketing market.

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

### Module 1

### Innovation and Trends in Customer Experience



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

TECH offers the possibility of developing this Postgraduate Certificate in Customer Experience Innovation 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, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1. Innovation and Trends in Customer Experience**

**1.1. Innovation and Customer Experience. Link**

- 1.1.1. Innovation within the framework of CX
- 1.1.2. Customer experience innovation objectives
- 1.1.3. Innovation in the development of customer interactions

**1.2. Customer experience management in the era of Digital Transformation**

- 1.2.1. Intelligent experience engine. Relevance
- 1.2.2. Search for hyper-personalized experiences
- 1.2.3. Experience management in an omnichannel environment

**1.3. Innovation in the management of a "customer-centric" company**

- 1.3.1. The innovation model from the customer to the company
- 1.3.2. Key profiles for the development of an innovation model
- 1.3.3. Open Innovation Models

**1.4. Methodologies to accelerate the effective innovation process**

- 1.4.1. Routines that generate innovation and creativity
- 1.4.2. Lean Start Up method to include the customer in the "innovation table"
- 1.4.3. Kanban board to gain in innovation and efficiency in your day to day life
- 1.4.4. Scrum Methodology. Practical Applications
- 1.4.5. Adoption of continuous innovation generation tools. Benefits

**1.5. Tools for the Development of innovative customer-centric business models**

- 1.5.1. Business Model Canvas. How to "challenge" your business model with this tool
- 1.5.2. Value Proposition Canvas y Customer Journey. Match
- 1.5.3. Empathy Map. Beyond "tangible" customer interactions
- 1.5.4. Case Study

**1.6. Neuromarketing y Experiencia del Cliente. How to put yourself in the customer's shoes**

- 1.6.1. Neuromarketing and Innovation Optimization
- 1.6.2. Real applications of Neuromarketing in CX
- 1.6.3. Customer Insights Guide to enhance CX with Neuromarketing
- 1.6.4. Case Study

**1.7. Innovation in CX (I): Artificial Intelligence, Online Virtual Reality and Facial Recognition Systems and Biometrics in CX**

- 1.7.1. Artificial intelligence (AI) for process optimization and omnichannel management
- 1.7.2. Virtual Reality (VR) and Augmented Reality (AR) to take your customer experience online to any location
- 1.7.3. Facial recognition and biometric systems as mitigators of moments of pain with the client
- 1.7.4. Case Study

**1.8. Innovation in CX (II): Machine Learning, IoT and Omnichannel Management Platforms**

- 1.8.1. Machine Learning (ML) for data processing
- 1.8.2. Internet of Things (IoT) for improved customer experience and insight
- 1.8.3. Omnichannel Management Platforms for a holistic view of the customer
- 1.8.4. Case Study

**1.9. Technoethics: Technology at the service of human beings and not vice versa**

- 1.9.1. Protection of Neuro-Rights or Intellectual Property Rights (IPR)
- 1.9.2. Ethics in Artificial Intelligence (AI)
- 1.9.3. Customer hyperconnection and use of customer data
- 1.9.4. The technological challenge

**1.10. Establishment of an innovation system in a customer-centric company. Importance**

- 1.10.1. Keys to a customer-oriented innovation process
- 1.10.2. Benefits of a company with continuous innovation systems
- 1.10.3. Innovation at the service of people for an optimal customer experience





“

*This program will make a difference in your career path, giving you the tools to reach the most ambitious professional heights”*



# 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 programs 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.







“

*You will be able to enjoy a personalized attention adapted to your particular needs, having the possibility of consulting your doubts with the teaching staff at all times”*

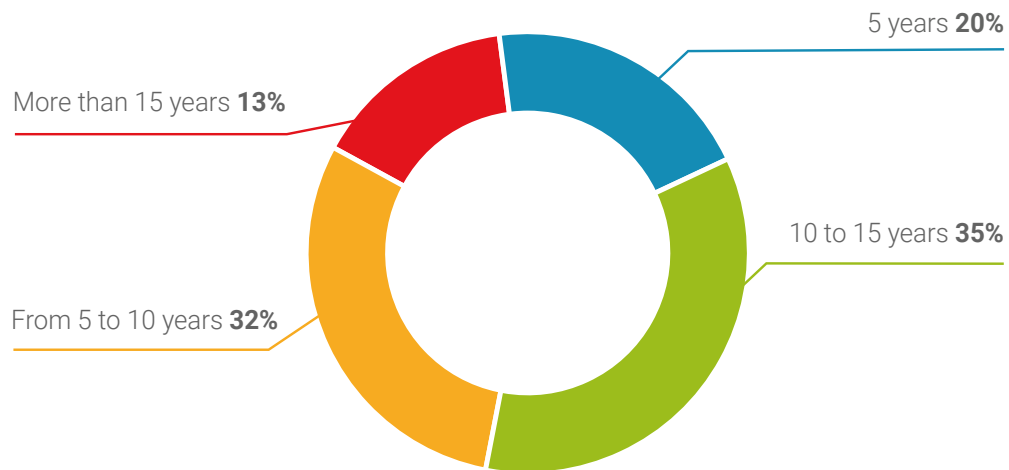
### Average Age

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

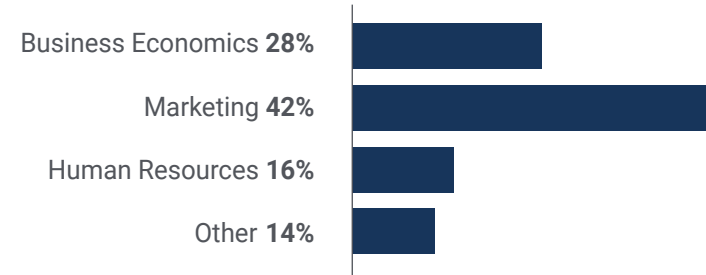
### Years of Experience

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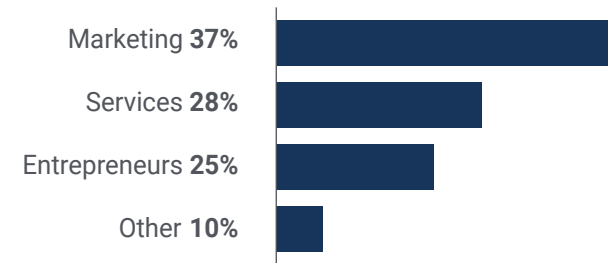
### Training

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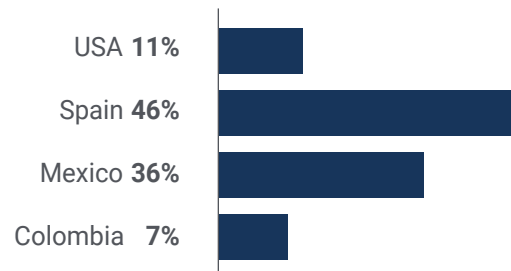
### Educational Profile

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## Geographical Distribution

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## Ester Dos Santos Castilla

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Customer Experience Coordinator

*"Thanks to the Postgraduate Certificate in Customer Experience Innovation I have acquired new skills and updated knowledge that have allowed me to excel in my work. The flexibility of the program allowed me to easily combine my work responsibilities with my studies. I highly recommend it"*

08

# Course Management

This academic offer includes a group of teachers composed of experts with vast experience in the field of Innovation and Digital Marketing. The professors have a solid academic background and an outstanding track record in leading companies, which allows them to provide a complete and updated vision of the market. In addition, the faculty is highly prepared to guide students in their learning process and provide rigorous and practical instruction.





“

*The teaching team will give you the keys, secrets and tips you need to succeed in your personal business or Customer Service department”*



## 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 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

### Dr. Daniel Rueda Salvador

- ♦ Customer Intelligence Director at Iberostar Group
- ♦ Digital Project Manager en Grupo Iberostar
- ♦ Innovation and Guest Experience Analyst
- ♦ Foreign Trade and Investment Advisor
- ♦ Reception and Customer Service Agent
- ♦ Master's Degree in International Business Management (ICEX) by Centro of Economic and Business Studies (CECO)
- ♦ Program in Management Development, Administration and Management by Deusto Business School
- ♦ Graduate in Business Administration and Management with specialization in Marketing and Sales from Deusto Business School University



09

# Impact on Your Career

The Postgraduate Certificate in Innovation in Customer Experience is designed based on the needs of specialists in the technology sector and Digital Marketing. Graduates of this program will be highly qualified to lead high-performance teams and make effective project management decisions from a strategic, technological and innovative perspective. In addition, the focus on innovation and continuous improvement of the user experience provides students with skills that are highly sought after in today's job market. This is because companies are looking for professionals who can create and maintain solid relationships with customers through advanced technologies and innovative processes, which is why this program is the best academic option on the market.







“

*You will be guided throughout the Postgraduate Certificate by specialists who already know and know how to reach the most prestigious positions in this sector”*

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

TECH's Postgraduate Certificate in Customer Experience Innovation is an intensive program that prepares you to face challenges and business decisions in the field of Customer Service. The main objective is to promote your personal and professional growth. Helping you achieve success.

However, the goal is to improve in your professional life and, to do so, it is necessary to fight.

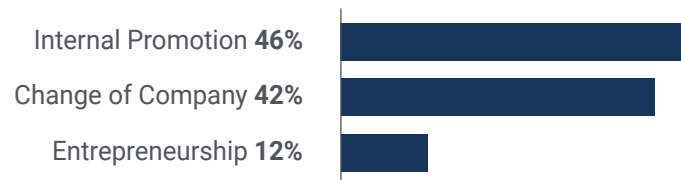
*You will have the support of the largest digital university in the world, TECH.*

*You will be able to lead your own Customer Experience project thanks to this Postgraduate Certificate focused on technological innovation.*

### Time of Change



### Type of Change



### Salary Increase

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The completion of this program represents a salary increase of more than **25.2%** for our students.





10

# Benefits for Your Company

The company that has professionals specialized in Customer Experience Innovation has a competitive advantage in the market. These specialists have the ability to analyze consumer information and create effective strategies to improve the consumer experience and increase customer loyalty. In addition, they are up to date with the latest market trends and technologies, which allows them to innovate and adapt to user needs more efficiently. In short, having a professional who has completed this program can make all the difference in customer experience and business success.



“

*Give your CV a big boost by adding this Postgraduate Certificate, which will help you stand out from your competitors”*

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.

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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 Experience Innovation 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 Experience** 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 diploma 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 Experience Innovation**

Official No. of Hours: **150 h.**



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



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