

# Postgraduate Certificate Customer Experience



## Postgraduate Certificate Customer Experience

- » 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 Sciences, Administration and Business Administration.

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

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# 01 Welcome

Nowadays, Customer Experience has become a fundamental part of any company's success. Technological advances and the constant evolution of markets have led to increasingly demanding and informed customers. As a result, companies must focus their efforts on delivering an exceptional customer experience at every touch point, from acquisition to post-sales support. Under this premise, TECH has designed this degree, which focuses on understanding the needs and expectations of customers, and how to offer them a unique experience that generates loyalty and retention. It is taught 100% online and uses the Relearning pedagogical methodology, which allows students to learn in an active and collaborative way.



Postgraduate Certificate in Customer Experience  
TECH Technological University





“

*TECH offers you a unique opportunity to become a distinguished professional specialized in Customer Experience”*

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

With this Postgraduate Certificate the professional can acquire the necessary skills and tools to design and offer an exceptional customer experience, which can generate an increase in customer satisfaction, loyalty and retention. In addition, you will be able to understand the importance of CX in the business strategy and improve the company's competitiveness. You will also be able to measure and analyze customer experiences, which will allow you to identify opportunities for improvement and optimize processes.





“

*If you are looking to take a step forward in your professional career and move up or change companies, this degree will give you the keys to improve your career and achieve it”*

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

The **Postgraduate Certificate in Customer Experience** will qualify 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

The university program has been designed to meet the needs of Digital Marketing professionals, so it is offered in online format to provide freedom of choice of time and place of study. This six-week program offers a unique and motivating learning experience to lay the essential foundations and excel in the Customer Experience field. The structure of the program is flexible and accessible, allowing specialists to organize their academic resources according to their schedules and work responsibilities.





“

*A program tailored to your needs: you decide when and from where you connect. Don't wait any longer and enroll now"*

## Syllabus

The objective of the Postgraduate Certificate in Customer Experience is to improve analytical skills and efficient decision making in the field of Customer Experience, from acquisition to after-sales support.

During the 6 weeks of the program, key managerial competencies such as the Voice of the Customer Methodology, VOC Assessment and Measurement, Active Listening for VOC or the Voc Journey, among other topics, will be worked on. 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.

On the other hand, the Postgraduate Certificate 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 curriculum focuses on fostering leadership and teamwork to develop skills from a strategic and technological perspective. In summary, the program seeks to update and expand the competencies of professionals in the digital sector with an innovative perspective and solid academic training.

This Postgraduate Certificate is developed over 6 weeks consists of 1 module:

### Module 1

Customer Experience New Customer or Consumer



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

TECH offers the possibility of developing this Postgraduate Certificate in Customer Experience completely online. Throughout the 12 months of the educational program, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

**Module 1. Customer Experience New Customer or Consumer**

**1.1. Customer Experience**

- 1.1.1. Customer Experience Causal Experience-Satisfaction Model
- 1.1.2. Customer Experience(CEM)
- 1.1.3. Customer Experience vs. Brand experience
- 1.1.4. Customer Value and Customer Experience Management

**1.2. The New Consumer**

- 1.2.1. The New Consumer. Relational vs. transactional
- 1.2.2. Trends in the Current Market
  - 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 a Company Ambassador

**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 basis 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. Evaluation stage

**1.7. Recording of the Voice of the Customer: VOC Research Design**

- 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. Design of questionnaires and interview guides
- 1.7.5. Data Collection Tools

**1.8. Voice of the Customer Analysis**

- 1.8.1. Identification of patterns and trends in the data collected
- 1.8.2. Interpretation of data to identify customer needs, wants and expectations
- 1.8.3. Application of qualitative tools
- 1.8.4. Analysis Tools

**1.9. Voice of the Customer Evaluation and Measurement**

- 1.9.1. Traditional systems: NPS (Net Promote Score)
- 1.9.2. Measurement of emotions
- 1.9.3. News on VOC Measurement
- 1.9.4. Identification of Improvement Opportunities

**1.10. Active Listening for VOC**

- 1.10.1. Listening and Dynamic Observation Voc
- 1.10.2. Customer service as a listening method
- 1.10.3. Sentiment analysis in social networks



*You will master the fundamentals of the Voice of the Customer (VOC) Methodology, delving into Mapping and Stages, without neglecting the collection tools”*







# 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.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

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.







“

*Going deeper into the concept of the New Consumer will allow you to acquire a broad and comprehensive knowledge of the most important Customer Experience issues”*

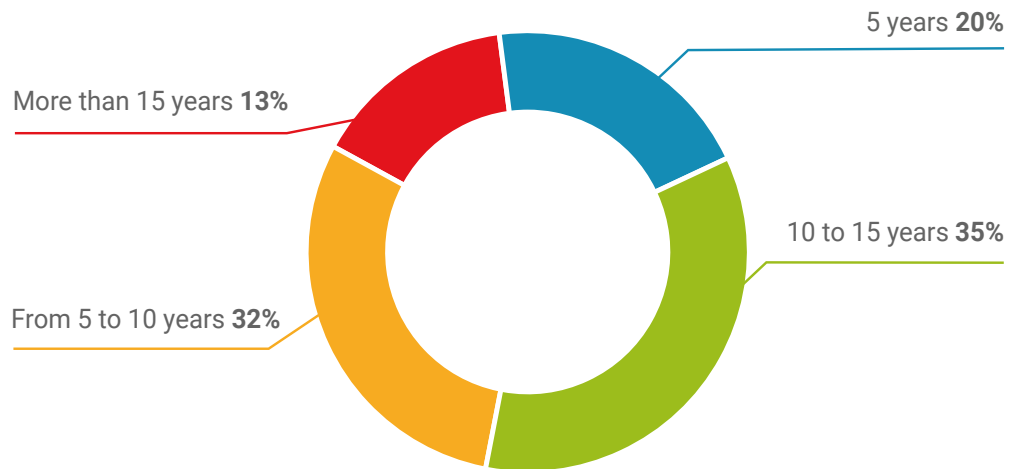
### Average Age

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

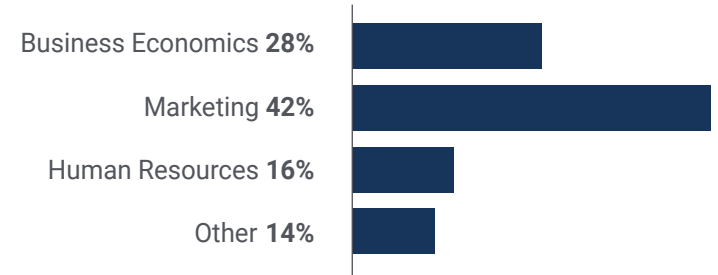
### Years of Experience

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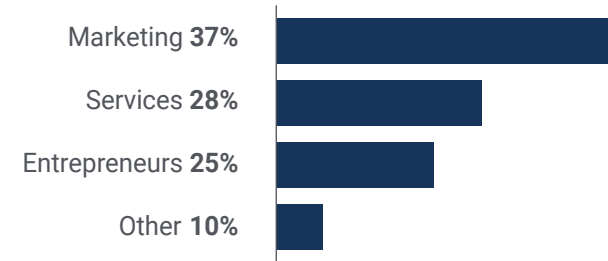
### Training

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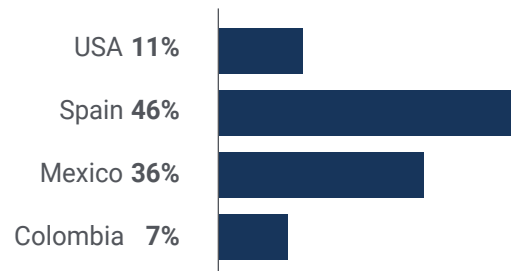
### Educational Profile

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## Geographical Distribution

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## Adrián Toledo Díaz

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Specialist in Digital Marketing

*"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, composed of highly prestigious professionals, provided me with tools and strategies based on the latest trends"*

08

# Course Management

The teaching team of this university program is composed of highly prestigious professionals with extensive experience in the Digital Marketing sector. All of them are active, which allows them to offer the student an updated training based on the latest trends and best practices in Customer Intelligence. In this way, the teaching staff can provide students with a complete and practical view of the importance of CX in today's business environment, as well as tools and strategies to improve the user experience. In addition, its proven professional background guarantees quality instruction and a connection with business reality, which will allow students to apply what they have learned in their daily work.





“

*The best experts in Digital Marketing will provide you with the key tools to lead your company to professional success”*



## 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



09

# Impact on Your Career

This university program can have a significant impact on the career of a Digital Marketing specialist, as it will provide you with the skills and knowledge necessary to deliver an exceptional customer experience throughout the buying and post-sales processes. This can improve reputation and brand perception, which in turn can increase customer loyalty and retention. In addition, by developing CX skills, the professional will be better prepared to adapt to changes in the market and to address the challenges of digital transformation.





“

*Thanks to this degree you will draw networking networks to share with people who have the same interests as you and could become future clients and partners”*

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

TECH's Postgraduate Certificate in Customer Experience is an intensive program that prepares you to face challenges and business decisions in the field of 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.

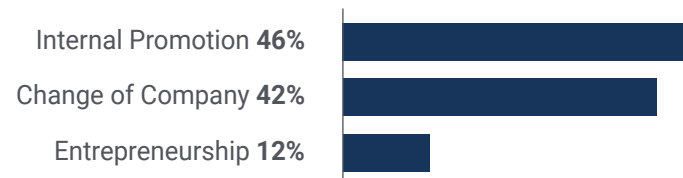
*By choosing this program you will be betting on quality training, endorsed by the best online university in the world according to Forbes.*

*If you are looking for a program that will help you qualify for a significant salary increase, you have the opportunity to achieve it.*

#### 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

Companies specialized in Digital Marketing that have a professional specialized in Customer Experience can obtain significant benefits. These professionals will be equipped with skills to design and execute marketing strategies aimed at improving the customer experience. This can lead to increased customer loyalty and retention, as well as a competitive advantage in the marketplace. In addition, specialists with CX expertise can help companies adapt to changes in the marketplace and stay ahead of industry trends and best practices.



“

*Take your career to the highest level  
and aspire to jobs in large companies  
in the sector thanks to TECH”*

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.

---

**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 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**

Official N° 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.



## Postgraduate Certificate Customer Experience

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

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