Postgraduate Diploma
Customer Experience Innovation

tech *technological university*

Postgraduate Diploma
Customer Experience
Innovation

» Modality: **online**
» Duration: **12 months**
» 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 qualifications in the fields of Social Sciences, Administrative and Business Sciences**

Website: **www.techtitute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-customer-experience-innovation**

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01
Welcome

Making use of the latest technologies at the enterprise level is no longer just a competitive advantage but a must for company leaders, especially in relation to customer experience. Not surprisingly, Customer Experience Innovation is a great strategic ally in the implementation of a Customer-Centric culture. For this reason, professionals will find this TECH program a valuable opportunity for clients to have nothing but good things to say about their companies. To this end, we will delve into the scope and implementation of a Customer Experience project and the best innovative strategies based on artificial intelligence and virtual reality. All this from anywhere and with content designed by a team of teachers that will catapult the graduate's career to unsuspected heights.

Postgraduate Diploma in Customer Experience Innovation.
TECH Technological University

Develop successful Customer Experience Research plans thanks to this 100% online Postgraduate Diploma"

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

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 ground-breaking 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 program is designed to strengthen skills in the field of Customer Experience, so that the student will be able to approach the different forms and stages of a CX project as a solvent manager. It will also be able to delight its customers with innovative technological applications that will position the company as a benchmark in the field.

" You will be a solvent manager implementing ambitious CX projects that will make customers always remember your company"

TECH makes the goals of their students their own goals too. Working together to achieve them.
This **Postgraduate Diploma in Customer Experience Innovation** will enable students to:

01 Identify the main characteristics and trends of the new consumer in the current market

02 Analyze the impact of technology and social networks on the purchasing decisions of the new consumer

03 Reflect on the importance of ethics and transparency in the relationship between companies and the new consumer

04 Develop skills to collect and analyze voice of the customer, and knowledge to implement voice of the customer practices

05 Fundamentally understand how to use voice of the customer measurement tools and communicate voice of the customer results to other departments

06 Analyze case studies of companies that have successfully adapted their marketing strategies and shopping experiences based on their VoC methodology results

07 Examine different ways and stages of approaching a CX project

08 Illustrate different ways of executing a CX project depending on the nature of the product and service

09 Propose different techniques for the knowledge of the customer profile

10 Fundamentals of a customer-centric governance model

11 Provide resources and inspirational references to approach a CX project successfully

12 Identify the close relationship between the development of a strong CX system and continuous innovation

13 Determine the implementation of practical methodologies for the acceleration of customer-driven innovation

14 Delve into tools to iterate and challenge the business model through the eyes of the customer

15 Examine the main practical applications of neuromarketing tools to achieve customer delight

16 Propose innovative technological applications to improve customer experience

17 Identify systems that support the analysis and obtaining of customer insights based on information that is difficult to process

18 Substantiate the main ethical dilemmas linked to technological development

05
Structure and Content

The Postgraduate Diploma in Customer Experience Innovation is a highly flexible program thanks to its online nature, so that students can choose the time and place that best suits their availability, schedules and interests. This program is developed over 6 months and is intended to be a unique and stimulating experience that will lay the foundations for the graduate's professional success.

"The most comprehensive and up-to-date vision of Customer Experience Innovation can be found in this syllabus. What are you waiting for?"

Syllabus

The Postgraduate Diploma in Customer Experience Innovation from TECH Technological University is an intensive program that prepares professionals to face challenges and business decisions in the field of Customer Experience.

The content of the Postgraduate Diploma in Customer Experience Innovation is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Over the course of 450 hours, the student analyzes a plethora of practical cases through individual and team work. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Diploma deals in depth with the digital world, Marketing in this environment and the establishment of e-commerce in companies, and is designed to enable professionals to understand the Customer Experience from a strategic, international and innovative perspective.

A plan designed for the professional, focused on their professional improvement and that prepares them to achieve excellence in the field of Customer Experience Innovation. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide the student with competencies to solve critical situations in a creative and efficient way.

This Postgraduate Diploma is developed over 6 months and is divided into 3 modules:

Module 1	Customer Experience: new customer or consumer
Module 2	Design and implementation of a CX project Governance model
Module 3	Innovation and trends in Customer Experience

Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Diploma in Customer Experience Innovation completely online. Throughout the 6 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. Experience-satisfaction causal model
1.1.2. Customer Experience Managment (CEM)
1.1.3. Customer Experience vs. Brand Experience
1.1.4. From Customer Experience to Customer Experience Management

1.2. The New Consumer
1.2.1. The New Consumer. Relational vs. Transactional
1.2.2. Current Market Trends
1.2.2.1. Sustainability , and 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, Over-Information and Immersive Experiences
1.2.4. The Consumer as an Ambassador of the Company

1.3. Voice of the Customer (VoC) Methodology
1.3.1. VoC Methodology
1.3.2. Customer Experience Insights
1.3.3. VoC Program as a Strategic Basis for CX

1.4. VoC Methodology Mapping
1.4.1. Touchpoint Mapping
1.4.2. VoC Journey
1.4.3. Empathy Map
1.4.4. MOTS Identification

1.5. VoC Program. Key Principles
1.5.1. Listening
1.5.2. Ask
1.5.3. Interpret
1.5.4. Act
1.5.5. Monitor
1.5.6. Design

1.6. Definition of a VoC Program. Stages
1.6.1. Awareness Stage
1.6.2. Collection Stage
1.6.3. Analysis Stage
1.6.4. Action Stage
1.6.5. Assessment Stage

1.7. Collecting 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 Collected Data
1.8.2. Interpretation of Data to Identify Customer Needs, Wants and Expectations
1.8.3. Qualitative Tools Application
1.8.4. Analysis Tools

1.9. Evaluation and Measurement of the Voice of the Customer
1.9.1. Traditional Systems: NPS (Net 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. Dynamic Listening and Observation VoC
1.10.2. Customer Service as a Listening Method
1.10.3. Sentiment Analysis in Social Media

Module 2. Design and implementation of a CX project Governance model

2.1. **Definition of a Realistic Project Scope**
2.1.1. Types of Project
    2.1.1.1. Problem Solving
    2.1.1.2. Value proposition
    2.1.1.3. Innovation
2.1.2. Starting Point
    2.1.2.1. Data as a Tool to Identify Opportunities and Insights
2.1.3. Alignment of Objectives, Participants and Execution Times. Role of Experts and Facilitators
    2.1.3.1. Business Needs Review
    2.1.3.2. Identification of Internal and External Stakeholders
    2.1.3.3. Customer Profile
    2.1.3.4. Definition of Expected Output

2.2. **Identifying the customer profile in a CX project**
2.2.1. Identification of the Desired Customer Profile as a Challenge
2.2.2. Behavioral Profiling
    2.2.2.1. Consumption and Purchasing Habits
    2.2.2.2. Interaction with Communication Channels
    2.2.2.3. Degree of Digitization
    2.2.2.4. Sociodemographic Radiography
2.2.3. Customer Communication and Data Processing

2.3. **Customer Journey in a CX Project**
2.3.1. Analysis and Typification of Contact Points
    2.3.1.1. Safari and Shadowing
    2.3.1.2. Interviews
    2.3.1.3. Workshops and Focus Groups
2.3.2. Identification of Customer Needs by Audience Profile
    2.3.2.1. Customer Satisfaction Points
      2.3.2.1.1. What Is Working Today? What Does the Customer Value?
    2.3.2.2. Customer Pain Points
      2.3.2.2.1. What Is Not Working Today? What Generates Customer Frustration?
2.3.3. Definition of the Customer Journey for Each Customer Type
    2.3.3.1. Identification of the Main Gain and Pain Points of Each Key Stage and the Contact Points through Which It Passes

2.4. **Project Execution**
2.4.1. Project Execution Important Aspects
    2.4.1.1. Alignment of the Customer's Vision with Business Objectives
    2.4.1.2. Customer Journey Visualization: Setting a Starting Point for Aligning all Company Teams
    2.4.1.3. Analysis of Economic Viability. Profitability
    2.4.1.4. Involvement of Key People in the Relationship with the Client to Enter the Execution Phase
2.4.2. Diagnosis and Resolution
    2.4.2.1. Diagnostic Presentation Formulas
      2.4.2.1.1. Co-Creation Workshops
      2.4.2.1.2. Benchmarking
    2.4.2.2. Resolution
      2.4.2.2.1. Task Identification
      2.4.2.2.2. Assignment of Tasks by Profile
2.4.3. Assessment
    2.4.3.1. KPI Definition
    2.4.3.2. Data Collection
    2.4.3.3. Valuation Period

2.5. **Framework for Action in the CX Project**
2.5.1. Consolidation or Dismissal
2.5.2. Internal Evangelization
2.5.3. Tool Identification

2.6. **Product Business Case.New Product Launch**
2.6.1. Illustration of the CX role in the development of an innovation product
2.6.2. Phases in the Launching of a New Product
2.6.3. Common Errors

2.7. **Service Business Case. CX as a Catalyst for Innovation**
2.7.1. Key Role of CX in Innovation Processes
2.7.2. Phases
2.7.3. Keys to Success

2.8. **Service Business Case. Customer Satisfaction as a Lever for Continuous Improvement**
2.8.1. Customer Satisfaction Measurement across the Entire Customer Journey
2.8.2. Phases
2.8.3. Action-Oriented Routines

2.9. **The Governance Model in a CX Project**
2.9.1. Roles
2.9.2. Date:
2.9.3. Iterative Action Plans

2.10. **Successful Implementation of a CX Project. Keys**
2.10.1. Apprenticeships
2.10.2. References
2.10.3. Resources

Module 3. Innovation and Trends in Customer Experience

3.1. Innovation and Customer Experience. Link
3.1.1. Innovation within the Framework of CX
3.1.2. Objectives of Customer Experience Innovation
3.1.3. Innovation in the Development of Customer Interactions

3.2. Customer Experience Management in the Era of Digital Transformation
3.2.1. Intelligent Experience Engine. Relevance
3.2.2. Search for Hyper-Personalized Experiences
3.2.3. Experience Management in an Omnichannel Environment

3.3. Innovation in the Management of a Customer-Centric Company
3.3.1. The Innovation Model from the Customer to the Company
3.3.2. Key Profiles for the Development of an Innovation Model
3.3.3. Open Innovation Models

3.4. Methodologies to Accelerate the Effective Innovation Process
3.4.1. Routines that Generate Innovation and Creativity
3.4.2. Lean Start Up Method for Bringing the Customer to the Innovation Table
3.4.3. Kanban Board to Gain in Innovation and Efficiency in Your Day to Day Life
3.4.4. Scrum Methodology Practical Applications
3.4.5. Adoption of Continuous Innovation Generation Tools. Benefits

3.5. Tools for the Development of Innovative Customer-Centric Business Models
3.5.1. Business Model Canvas. How to "Challenge" Your Business Model with this Tool
3.5.2. Value Proposition Canvas and Customer Journey. Match
3.5.3. Empathy Map Beyond Tangible Customer Interactions
3.5.4. Case Study

3.6. Neurmarketing and Customer Experience. How to Put Yourself in the Customer's Shoes
3.6.1. Neuromarketing and Innovation Optimization
3.6.2. Real-World Applications of Neuromarketing in CX
3.6.3. Customer Insights Guide to Enhance CX with Neuromarketing
3.6.4. Case Study

3.7. Innovation in CX I: Artificial Intelligence, Virtual Reality, Facial and Biometric Recognition Systems
3.7.1. Artificial Intelligence (AI) for Process Optimization and Omnichannel Management
3.7.2. Virtual Reality (VR) and Augmented Reality (AR) to Bring Your Customer Experience to any Location
3.7.3. Facial Recognition and Biometric Systems as Mitigators of Moments of Pain with the Client
3.7.4. Case Study

3.8. Innovation in CX II: Machine Learning, IoT and Omnichannel Management Platforms
3.8.1. Machine Learning (ML) for Data Processing
3.8.2. Internet of Things (IoT) for Improved Customer Experience and Insight
3.8.3. Omnichannel Management Platforms for a Holistic View of the Customer
3.8.4. Case Study

3.9. Technoethics: Technology at the Service of the Human Being and Not Vice Versa
3.9.1. Protection of Neuro-Rights or Intellectual Property (IP) Rights
3.9.2. Ethics in Artificial Intelligence (AI)
3.9.3. Customer Hyperconnection and Use of Customer Data
3.9.4. The Technological Challenge

3.10. Establishment of an Innovation System in a Customer-Centric Company. Importance
3.10.1. Keys to a Customer-Oriented Innovation Process
3.10.2. Benefits of a Company with Continuous Innovation Systems
3.10.3. Innovation at the Service of People for an Optimal Customer Experience

" *No customer will be able to resist you thanks to your strategies with Artificial Intelligence or Virtual Reality in the Customer Experience"*

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.

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.

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

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

10%

8%

3%

30%

15%

4%

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 Diploma is aimed at university graduates who have previously completed any program in the fields of Social and Legal Sciences, Administration and Economics.

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

The Postgraduate Diploma can also be taken by professionals who, being university graduates in any area, have 2 years of work experience in the Customer Experience field.
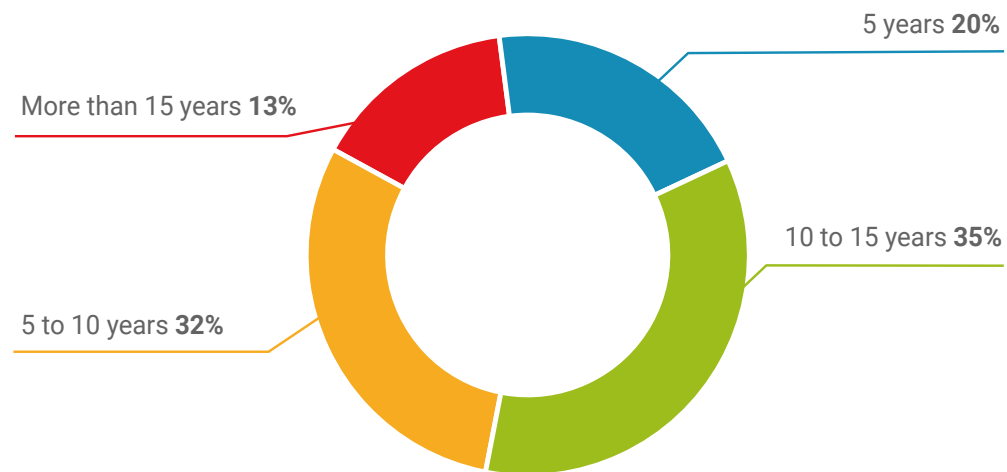
" *Take your Customer Experience skills a step further by specializing in processes that will make your leadership widely recognizable"*
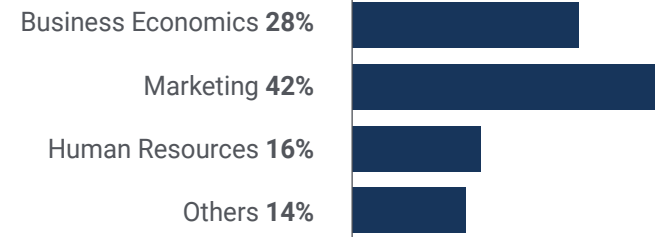
Average Age

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

Years of Experience

5 years **20%**

10 to 15 years **35%**

5 to 10 years **32%**

More than 15 years **13%**

Training

Business Economics **28%**

Marketing **42%**

Human Resources **16%**

Others **14%**

Educational Profile

Marketing **37%**

Services **28%**

Entrepreneurs **25%**

Others **10%**
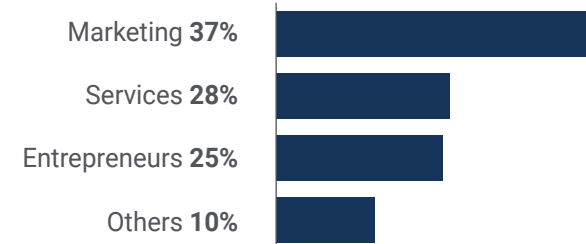
Geographical Distribution

USA **11%**

Spain **46%**

Mexico **36%**

Colombia **7%**
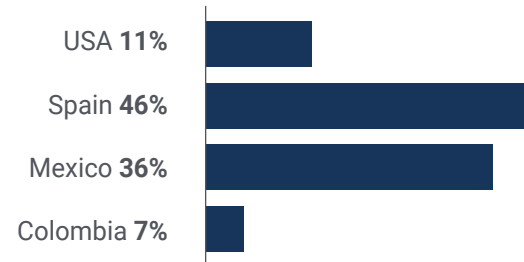
Vanesa Ramos Ortega

Customer Experience Manager

I was looking for a program with which I could implement strategies with new technologies to improve the customer experience in my company. In fact, I was worried about being able to reconcile it with my day-to-day work, but with TECH I have found the perfect balance to do it from home and managing tools that today are key in my department"

08
Course Management

Always with the objective of providing a specialization that incorporates the highest academic standards, TECH has brought together in this program eminent experts in Customer Experience who will strengthen the student's leadership skills. In this sense, experts in the use of new technologies in Customer Experience, Marketing managers from leading companies or leaders in the Customer Intelligence sector come together in the program to meet even the highest expectations.

Let experts in new technologies in Customer Experience, Marketing managers or Customer Intelligence leaders catapult you to success"

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

Professors

Ms. Camps, Núria

- Customer Experience Trainer
- Freelance consultant on Customer Experience, process improvement, implementation of technological tools and customer service
- Consultant and auditor of quality management systems at Quality Methode
- Master's Degree in Tourism Destination Marketing
- Postgraduate Certificate in Tourism by the University of Girona

Mr. Rueda Salvador, Daniel

- Customer Intelligence Director at Iberostar Group
- Digital Project Manager at Iberostar Group
- Innovation and Guest Experience Analyst
- Foreign Trade and Investment Advisor
- Reception and Customer Service Agent
- Master's Degree in International Business Management from the Center for Economic and Commercial Studies (CECO)
- 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

Impact on Your Career

A Postgraduate Diploma with these characteristics will undoubtedly have a significant impact on the graduate's professional career. This has led the teacher's team to incorporate all the keys to innovation in Customer Experience with the aim of being highly useful for the student's sector.

In this sense, TECH's sole purpose is to make all students grow professionally based on a unique pedagogical methodology in the educational market.

The change you were looking for in your career path is a matter of just 450 hours of study"

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

TECH's Postgraduate Diploma in Customer Experience Innovation is an intensive program that prepares students to face challenges and business decisions in the field of Customer Experience. Its main objective is to promote personal and professional growth, helping to achieve success.

If the professionals want to improve themselves, achieve a positive change at a professional level and interact with the best, this is the place to be.

Boost your economic position thanks to the most advanced technological strategies in Customer Experience.

Don't miss the opportunity to advance to the top of your industry with this Postgraduate Diploma.

Time of Change

During the program	During the first year	After 2 years
11%	**63%**	**26%**

Type of change

Internal Promotion **40%**

Change of Company **38%**

Entrepreneurship **22%**
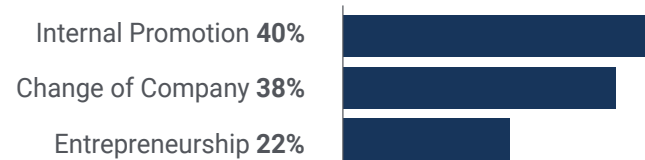
Salary increase

This program represents a salary increase of more than **27%** for our students

Salary before	A salary increase of	Salary after
$21,500	**27%**	**$27,500**

10
Benefits for Your Company

The Postgraduate Diploma in Customer Experience Innovation will be decisive in elevating the company's human talent to the next level. In this way, the Staff will be fully familiar with technologies such as artificial intelligence, Big Data and virtual reality.

Without a doubt, taking this Postgraduate Diploma is a unique opportunity to access a powerful network of contacts in which the graduate will find future professional partners, clients or suppliers.

Develops all the keys to customer-oriented innovation processes"

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.

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 Diploma in Customer Experience Innovation guarantees, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Customer Experience Innovation** contains the most complete and up-to-date program on the market.

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

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

Title: **Postgraduate Diploma in Customer Experience Innovation**

Official Nº of Hours: **450 h.**

tech technological university

Awards the following
CERTIFICATE
to

Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE DIPLOMA
in
Customer Experience Innovation

This is a qualification awarded by this University, equivalent to 450 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*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.

tech technological university

Postgraduate Diploma
Customer Experience Innovation

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Postgraduate Diploma
Customer Experience Innovation