

# Postgraduate Diploma Customer Experience Research



## Postgraduate Diploma Customer Experience Research

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: university Graduates who have previously completed any of the qualifications in the fields of Social Sciences, Administrative and Business Sciences

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

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# 01 Welcome

The new digital ecosystem forces companies to evolve their strategies for attracting new customers, building customer loyalty and improving the satisfaction of the purchasing process. In this scenario, having the most advanced tools for the study of the potential market and the discovery of new niches is key to business success. For this reason, TECH has created this 100% online program that provides professionals with the latest information on research techniques, consumer profile analysis and technology to implement a good Customer Experience system. All this, in addition, with a program prepared by the best experts and content accessible 24 hours a day from any digital device with an Internet connection.



Postgraduate Diploma in Customer Experience Research.  
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:



### Learn with the best

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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"*



### 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

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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.

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

The purpose of this program is to provide students with the most effective and current research techniques and methodologies for measuring user experience. To achieve this goal, TECH provides not only the most innovative didactic material, but also simulations of case studies that will lead the graduate to integrate into their daily work, the most advanced strategies for their professional progression in the field of Customer Experience.





“

*Thanks to the research strategies provided by this program, you will be able to detect potential market niches for your brands"*

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

This **Postgraduate Diploma in Customer Experience Research** will train the student to:

01

Analyze and measure the user experience based on different prisms

02

Lead research projects combining quantitative and qualitative techniques

03

Identify needs and sensitive points for improvement

04

Develop a company's competitive advantages

05

Demonstrate and defend proposals for the organization's strategic decision making





06

Establish work methodologies that streamline and encourage creativity and continuous improvement

08

Identify and propose potential market needs, gaps and sensitive points for optimization in products, services and internal processes



09

Identify data sources for customer feedback collection

07

Develop efficient solutions to complex problems

10

Provide the most appropriate customer feedback collection guidelines according to the moment of the Journey

11

Fundamentals of key aspects for managing the experience with external teams

14

Foundation the close relationship between technology and a culture based on customer experience

12

Compile resources and inspirational references for the design of an effective CX dashboard



13

Design an effective customer satisfaction scorecard , valid for different roles and oriented to decision making

15

Develop a technological diagnosis as a starting point for the orchestration of customer information

16

Detail the different typologies of customer feedback sources

18

Define the added value of a Customer Experience Management (CEM) platform



19

Analyze the usefulness of using a Customer Data Platform (CDP) and the processes and systems that help to feed customer information and keep an eye on the market

17

Identify the key elements for the establishment and development of a robust CRM

20

Concretize the key elements for a secure and lawful use of customer data under the scope of the GDPR

05

# Structure and Content

The Postgraduate Diploma in Customer Experience Research is a program oriented to provide, in only 6 months, the most exhaustive knowledge in this field. For this reason, students will have at their disposal a syllabus designed by real experts in the field and numerous innovative teaching materials that make up the virtual library of this educational option.



“

*Multimedia pills, case studies and further reading are available to you 24/7"*

## Syllabus

This university program has been designed taking into account the latest trends in the field of research aimed at improving customer satisfaction. A program that will undoubtedly represent a before and after in the professional career of students who enter this program with the objective of delving into a field that will allow them to fulfill their professional aspirations.

In this way, TECH provides a syllabus that will lead the graduate from the first moment to delve into the techniques used today for the study and analysis of the consumer profile, taking into account the new digital consumption space. In addition, thanks to video summaries of each topic, in-depth videos, essential readings and case studies, the professional will delve into the tools for active listening, opportunity identification and experience management with greater dynamism, depending on the company's level of maturity in this field.

Likewise, the Relearning method, based on the continuous reiteration of key content, allows the student to obtain a much more effective learning process and reduce the hours of memorization.

In addition, the absence of classroom attendance and classes with restricted schedules provide greater flexibility for self-management of study, allowing students to combine their daily personal activities with a quality education that is at the academic forefront.

This Postgraduate Diploma in Customer Experience Research is developed over 6 months and is divided into 3 modules:

### Module 1

Customer Science: Customer Experience research

### Module 2

Customer Experience Analytics

### Module 3

Technology and advanced tools for Customer Experience Customer Department Platform (CDP)



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

TECH offers the possibility of developing this Postgraduate Diploma in Customer Experience Research 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 Science: Customer Experience Research**

**1.1. Customer Experience Principles and Value**

- 1.1.1. Differences between CX and UX
- 1.1.2. Customer Experience as a Company Strategy
- 1.1.3. CX Transformation: a Step Forward in Organizational Culture

**1.2. Key Factor in CX: Omnichannel**

- 1.2.1. Omnichannel Omnichannel CX
- 1.2.2. Omnichannel User Experience. Key Points
- 1.2.3. Determining Omnichannel Maturity

**1.3. Global Map of Service-Customer Relationships: Blueprint**

- 1.3.1. Blueprint. Uses
- 1.3.2. Blueprint Benefits in CX
- 1.3.3. Blueprint Design

**1.4. Process to Evolve a Company's CX. Research**

- 1.4.1. Research in Terms of CX
- 1.4.2. Scope of Study
  - 1.4.2.1. Customer Life Cycle
  - 1.4.2.2. Stages
  - 1.4.2.3. Object of Research
- 1.4.3. CX Improvement Work Techniques. Practical Examples
- 1.4.4. Research with Limited Resources
- 1.4.5. OPS Research:

**1.5. Knowledge of the Potential Customer. Archetypal Characters**

- 1.5.1. Customer Knowledge as the Basis for Experience Design
- 1.5.2. Jung's 12 Archetypes
- 1.5.3. Character Design

**1.6. Customer Journey at CX**

- 1.6.1. Customer Journey. Uses
- 1.6.2. Customer Journey. Benefits
- 1.6.3. Customer Journey Design: Key Aspects

**1.7. Quantitative Techniques in CX**

- 1.7.1. Quantitative Techniques Scope of Application
- 1.7.2. Types of Quantitative Techniques: Usefulness and Measurement Indicators
  - 1.7.2.1. Surveys
  - 1.7.2.2. User Test
  - 1.7.2.3. Test A- B
  - 1.7.2.4. Integration of Metrics in Processes
  - 1.7.2.5. Card-Sorting
  - 1.7.2.6. Tree-Test
  - 1.7.2.7. Eye-Tracking

**1.8. Qualitative Techniques in CX**

- 1.8.1. Qualitative Techniques Scope of Application
- 1.8.2. Types of Qualitative Techniques: Usefulness and Measurement Indicators
  - 1.8.2.1. Heuristic Evaluation
  - 1.8.2.2. Benchmark
  - 1.8.2.3. User Test
  - 1.8.2.4. Personal Interviews
  - 1.8.2.5. Focus Group
  - 1.8.2.6. Shadowing // Mystery
  - 1.8.2.7. Journal Studies

**1.9. Methodologies for Use in CX**

- 1.9.1. Work Methodologies
- 1.9.2. Design Thinking Practical Application in CX
- 1.9.3. Lean UX Practical Application in CX
- 1.9.4. Agile. Practical Application in CX

**1.10. Accessibility as Part of the CX**

- 1.10.1. Accessibility as Part of the CX
- 1.10.2. Web Accessibility Levels. Legal Aspects
- 1.10.3. Accessible Sites, Products and Services



**Module 2. Customer Experience Analytics****2.1. The Quality of the Data and Its Activation. Key Elements for a Dashboard**

- 2.1.1. Data Capture
  - 2.1.1.1. What, When and How to Collect Customer Feedback
- 2.1.2. Data Analysis
  - 2.1.2.1. Requirements to Maintain a System Interpretable by the Different Layers of the Organization over Time
- 2.1.3. Decision Making
  - 2.1.3.1. Interpretation and Action

**2.2. NPS, Customer Loyalty**

- 2.2.1. NPS: what Does It Calculate and How?
- 2.2.2. Use of NPS as a Reference KPI Pros and Cons
- 2.2.3. Examples and Sectorial References

**2.3. CSAT Customer Satisfaction**

- 2.3.1. CSAT: what Does It Calculate and How?
- 2.3.2. Use of CSAT as a Reference KPI Pros and Cons
- 2.3.3. Examples and Sectorial References

**2.4. Complementary KPIs**

- 2.4.1. CES: Customer Satisfaction with the Degree of Difficulty of a Given Action
- 2.4.2. CLV: Customer Lifetime Value
- 2.4.3. Attrition and Retention Rates
- 2.4.4. Sector Specifics

**2.5. Online Reputation Importance of Internet Semantic Data**

- 2.5.1. Active Listening on the Internet: Analysis of Brand Reputation on Social Networks, Comparison Sites and Your Website
- 2.5.2. Response Strategy: Interaction as a Brand Reputation Management Tool
- 2.5.3. Platforms for Listening and Management

**2.6. Contact Center. The Telephone, a Powerful Lever for Taking the Customer's Pulse**

- 2.6.1. Illustration of the Role of the CX in the Development of an Innovation Product
- 2.6.2. Essential Steps
- 2.6.3. Common Errors

**2.7. Keys to Achieving a Holistic View of Customer Feedback**

- 2.7.1. Selecting Your Optimal KPIs
- 2.7.2. Optimization of the Timing of the Journey for Feedback Collection
- 2.7.3. Identification of Customer Experience by Customer Profile Typology

**2.8. Technological Architecture Key Aspects**

- 2.8.1. Security/Safety
- 2.8.2. Privacy
- 2.8.3. Integrity
- 2.8.4. Scales
- 2.8.5. Real Time

**2.9. The Control Panel**

- 2.9.1. Roles
  - 2.9.1.1. Who Interacts, Purpose and Frequency
- 2.9.2. Data Visualization
  - 2.9.2.1. Platforms
- 2.9.3. Assessment of the Implications of Integrations

**2.10. Customer Experience from Different Starting Points: the Road to Excellence**

- 2.10.1. Degree of Knowledge of Your Customer and Target Customer
- 2.10.2. Experience Management with External Teams
- 2.10.3. Resources, Time and Follow-Up
- 2.10.4. Evangelization from the Management/ Executive Team

**Module 3. Technology and Advanced Tools for Customer Experience Customer Department Platform**

**3.1. Technology as an Enabler of Customer Experience**

- 3.1.1. Keys to a Technology-Supported CX System
- 3.1.2. Technology Linked to CX
- 3.1.3. Technology at the Service of People
- 3.1.4. Practical Applications

**3.2. Initial Technology Diagnosis to Enhance Customer Experience**

- 3.2.1. Conducting a Diagnosis in Innovation and Technology
- 3.2.2. Types of Companies According to Their Technological Maturity
- 3.2.3. Phases for Effective Technology Implementation

**3.3. Customer Information Gathering Systems**

- 3.3.1. Customer Feedback as the Basis for Actionable CX
- 3.3.2. Sources of Direct Information Gathering
- 3.3.3. Sources of Indirect Information Gathering
- 3.3.4. Innovative Sources of Customer Acquisition
- 3.3.5. Practical Applications

**3.4. Customer Information Collection and Storage Systems: Customer Relationship Management (CRM)**

- 3.4.1. The CRM Relevance
- 3.4.2. Practical Applications of CRM in a Company
- 3.4.3. Integrations as an Essential Element to Nurture and Optimize CRM Usage
- 3.4.4. Key Elements for the Establishment and Maintenance of CRM Information

**3.5. Customer Insights and Analysis Systems**

- 3.5.1. 360° Customer Vision
- 3.5.2. Differences between CRM and CEM
- 3.5.3. Keys for the Establishment of a System. Useful CEM
- 3.5.4. Practical Applications

**3.6. Systems to feed Customer Profiles**

- 3.6.1. Managing CRM Information to Increase Customer Knowledge
- 3.6.2. Platforms that Facilitate a Holistic View of Customers
- 3.6.3. Practical Applications

**3.7. Systems to Drive and Personalize the Customer Experience: CDP**

- 3.7.1. Customer Data Platform (CDP)
- 3.7.2. CDP to Improve CX
- 3.7.3. Customer Intelligence Platform (CIP), a Step beyond CDP

**3.8. Market Research Systems**

- 3.8.1. The Importance of Involving the Current and Potential Customer
- 3.8.2. CX Research to Integrate the Customer into Our Strategic Decisions
- 3.8.3. Platforms for Tracking Market Insights and Trends
- 3.8.4. Practical Applications

**3.9. GDPR, Secure Framework for Customer Data Processing**

- 3.9.1. GDPR Who Does It Apply to?
- 3.9.2. Key Elements for GDPR Compliance
- 3.9.3. Non-Compliance with GDPR. Consequences

**3.10. The Technological Ecosystem to Enhance the CX Strategy**

- 3.10.1. Importance of Robust Technology for Excellent CX
- 3.10.2. CX System Integration Diagram
- 3.10.3. Keys to Ensure that Technology Does Not Turn against CX



“

*Empower CX strategy in the new technology ecosystem with this advanced university program”*

# 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 program is aimed at university graduates who have previously completed any program in the field of Social, Administrative and Business Sciences.

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

The Postgraduate Diploma is also open to professionals who, being university graduates in any area, have two years of work experience in the field of customer experience.





“

*Improve your skills for active listening to customers on social media and their analysis to improve the attention they receive from brands"*

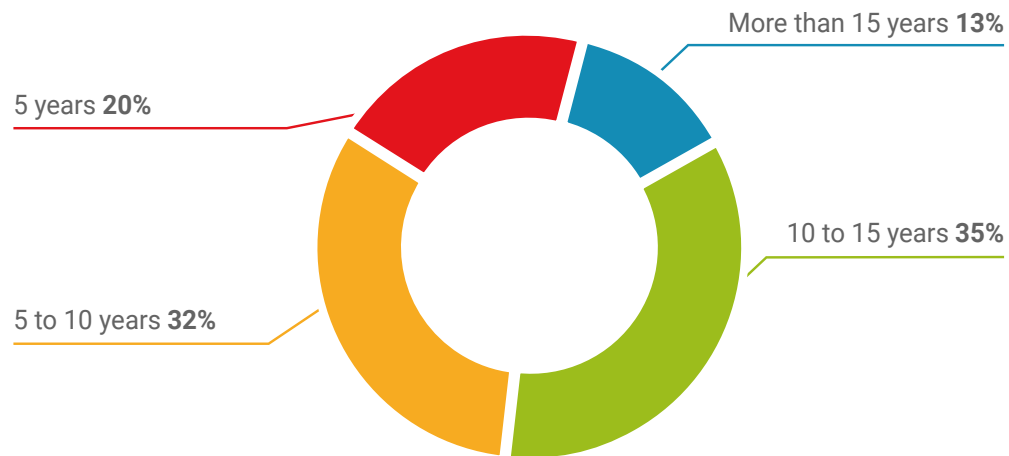
### Average Age

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

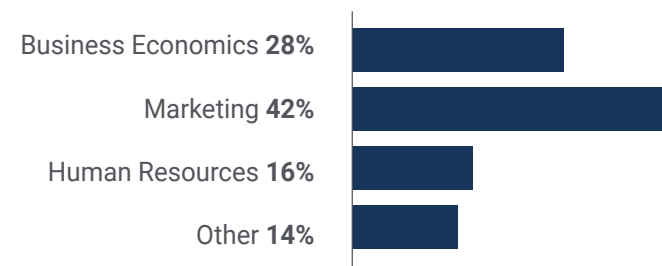
### Years of Experience

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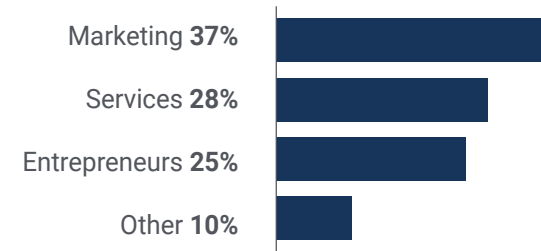
### Training

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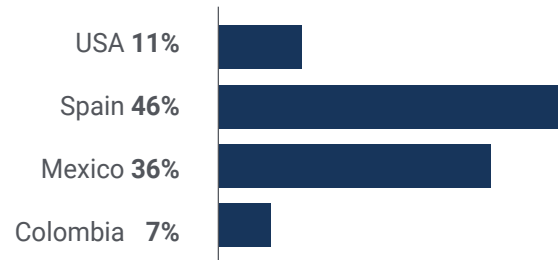
### Educational Profile

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## Geographical Distribution

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## Julia Ruiz

Marketing and Customer Experience Specialist

*"It's not easy to find a university program with advanced content that is also compatible with work. On this occasion, TECH has offered me everything I was looking for and has also allowed me to progress in Customer Experience management for important companies"*

08

# Course Management

TECH has brought together in this university education a top level management and teachers in the world of Marketing and Customer Acquisition. Its great ability to develop in this sector and integrate the latest trends in market research and consumer satisfaction are evident in the agenda that students will have access to, at any time of the day, from a digital device with Internet connection.





A black and white photograph showing three people from a different perspective, looking down at a screen. The image is partially obscured by a dark blue diagonal shape that cuts across the top right and bottom right of the page.

“

*Excellent professionals from the Marketing world will be responsible for you to obtain an advanced learning in Customer Experience Research"*

## 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. Luchena Guarner, Estefanía

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

### 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



*A unique, key, and decisive educational experience to boost your professional development”*

09

# Impact on Your Career

This program has been conceived to promote the professional careers of the students who take it. The high demand for qualified specialists by large companies for the incorporation of the most effective Customer Experience strategies is evident in this Postgraduate Diploma, which incorporates the latest trends in research techniques.





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*Distinguish yourself in the industry through the design of an effective customer satisfaction governance model”*

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

TECH's Postgraduate Diploma in Customer Experience Research 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 for them.

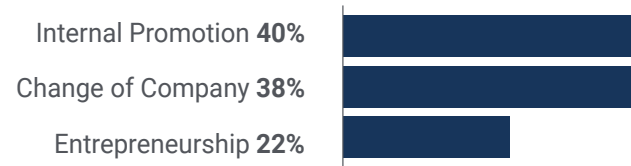
*Surpass yourself with the implementation of the most advanced tools to manage the customer experience.*

*Achieve your career aspirations in the Customer Experience Research field with this program.*

#### Time of Change



#### Type of Change



## Salary Increase

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The completion of this program represents a salary increase of more than **27%** for our students.



10

# Benefits for Your Company

This program is designed to favor not only the growth of the professionals, but also that of the companies where they carry out their daily functions. In this way, companies will be able to count on specialized staff capable of incorporating the latest techniques in research aimed at boosting customer satisfaction of the main companies and brands in today's market. Undoubtedly, an opportunity for mutual growth.







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*With this program you will elevate the research strategies employed by companies to identify consumer profiles”*

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.

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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 Research guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.



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

This **Postgraduate Diploma in Customer Experience Research** 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 Diploma** issued by **TECH Technological University** via tracked delivery\*.

The diploma 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 Research**

Official N° of Hours: **450 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 Diploma Customer Experience Research

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

# Postgraduate Diploma Customer Experience Research