

# Postgraduate Diploma Customer Experience



## Postgraduate Diploma Customer Experience

- » Language: English
- » Modality: online
- » Duration: 6 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 degrees in the fields of Social and Legal Sciences, Administrative and Business Sciences.

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

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# 01 Welcome

The success of a company today depends on its ability to offer a satisfactory customer experience through multiple digital tools. The integration of mobile applications, communication through social networks or the use of Chatbots are indispensable in this area. Thus, being able to generate unique sensations is a challenge for professionals who want to succeed in the business sector. To further facilitate progression in this field, TECH has designed this 100% online program that provides advanced knowledge about the shopping experience, the most current strategies for consumer loyalty and the systems used for Target analysis. All this, with the best didactic material and a first class teaching staff.



Postgraduate Diploma in Customer Experience.  
TECH Technological University



“

*Create a memorable user experience with  
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

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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 method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



### 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 advanced training in Customer Experience. Thus, at the end of the 6 months of this academic option, the graduate will master the main tools used for the analysis of the consumer profile and measure their degree of satisfaction. These techniques will also complement learning about digital channels for a memorable shopping experience. For this purpose, TECH provides the most updated information provided by a specialized faculty.





“

*Identify opportunities for improvement and reinforce positive experiences through the analysis of metrics proposed by this program"*

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

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

01

Identify data sources for customer feedback collection

04

Discern what basic principles need to be maintained in the technological architecture of the report

02

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

03

Providing the keys to improve data quality and data consumption

05

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





06

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

08

Examine and evaluate the Shopping Experience



09

Use emotional marketing and storytelling to create a memorable shopping experience

07

Analyze the different aspects involved in the buying and selling process, as well as market consumption patterns

10

Apply effective communication techniques to achieve excellent customer service and foster customer loyalty

11

Integrating technology into physical spaces that enhance the experience

12

Establish strategies to successfully increase customer satisfaction, and new customer relationship models by connecting the digital with the physical plane

13

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

14

Integrating Chatbots into digital channels to improve efficiency and customer service

15

Identify Frictionless and how friction can be reduced in the customer experience across channels



16

Measuring and evaluating customer satisfaction, efficiency and other relevant factors

18

Generate and establish an omnichannel design and how to apply it to create a coherent and consistent experience

19

Explore search engine optimization and how you can improve your search engine rankings to attract more customers

17

Develop skills for the management and marketing of content in digital channels, including search engine optimization and the use of influencers and celebrities in social networks

20

Identify how Influencers and celebrities can be used to deliver an emotionally connected customer experience



05

# Structure and Content

The Postgraduate Diploma in Customer Experience is a program whose curriculum has been designed to offer intensive learning and great practical utility from the very beginning. In this way, the professional who attends this program will be able to incorporate the most effective techniques and strategies to improve the customer experience. All, in addition, with numerous teaching resources in which TECH has used the latest technology applied to university teaching.



“

*You have an online library, accessible  
24 hours a day from any digital device  
with an internet connection"*

## Syllabus

The Postgraduate Diploma in Customer Experience offers the graduate a complete learning on the generation of value through personalized experiences, the implementation of loyalty strategies in order to increase customer satisfaction.

To achieve these goals, students will delve into the selection of metrics and the identification of each consumer profile in order to analyze the sentiment that generates the purchase and the detection of opportunities. In addition, thanks to video summaries of each topic, videos in detail, readings and case studies, the graduate will dynamically deepen the Shopping Experience and the different types of digital channels to create an optimal service.

Likewise, with the Relearning method, students will advance more naturally through the syllabus, consolidating the new concepts addressed and thus reducing the long hours of study and memorization.

Undoubtedly, an excellent opportunity for professionals who wish to combine quality teaching with their daily activities. This program offers flexibility and adapts to the real needs of the graduates without the need for attendance or classes with fixed schedules.

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

### Module 1

Customer Experience Analytics

### Module 2

Shopping Experience

### Module 3

Digital Platforms Experience



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

TECH offers the possibility of developing this Postgraduate Diploma in Customer Experience 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 Analytics**

<p><b>1.1. The Quality of the Data and Its Activation. Key Elements for a Dashboard</b></p> <p>1.1.1. Data capture 1.1.1.1. What, when and how to collect customer feedback</p> <p>1.1.2. Data Analysis 1.1.2.1. Requirements Requirements to maintain a system interpretable by the different layers of the organization over time</p> <p>1.1.3. Decision Making 1.1.3.1. Interpretation and action</p>	<p><b>1.2. NPS, customer loyalty</b></p> <p>1.2.1. NPS: What it calculates and how?</p> <p>1.2.2. Use of NPS as a reference KPI. Pros and Cons</p> <p>1.2.3. Examples and sectoral references</p>	<p><b>1.3. CSAT. Customer Satisfaction</b></p> <p>1.3.1. CSAT: What it calculates and how?</p> <p>1.3.2. Use of CSAT as a reference KPI. Pros and Cons</p> <p>1.3.3. Examples and sectoral references</p>	<p><b>1.4. Complementary KPIs</b></p> <p>1.4.1. CES: Customer satisfaction with the degree of difficulty of a given action</p> <p>1.4.2. CLV: Customer Lifetime Value</p> <p>1.4.3. Attrition and retention rates</p> <p>1.4.4. Sector specifics</p>
<p><b>1.5. Online Reputation Importance of internet semantic data</b></p> <p>1.5.1. Active Listening on the Internet: Brand reputation analysis on social networks, comparison sites and your website</p> <p>1.5.2. Response strategy: Interaction as a tool for brand reputation management</p> <p>1.5.3. Platforms for listening and management</p>	<p><b>1.6. Contact Center. The telephone, a powerful lever for taking the customer's pulse</b></p> <p>1.6.1. Illustration of the CX role in the development of an innovation product</p> <p>1.6.2. Essential steps</p> <p>1.6.3. Common Errors</p>	<p><b>1.7. Keys to achieving a holistic view of customer feedback</b></p> <p>1.7.1. Selection of your optimal KPI</p> <p>1.7.2. Optimization of the timing of the journey for feedback collection</p> <p>1.7.3. Identification of the customer experience by customer profile typology</p>	<p><b>1.8. Technological architecture. Key Aspects</b></p> <p>1.8.1. Security/Safety</p> <p>1.8.2. Privacy</p> <p>1.8.3. Integrity</p> <p>1.8.4. Scales</p> <p>1.8.5. Real Time</p>
<p><b>1.9. The control panel</b></p> <p>1.9.1. Roles 1.9.1.1. Who interacts? purpose and frequency</p> <p>1.9.2. Data visualization 1.9.2.1. Platforms</p> <p>1.9.3. Assessment of the implications of the Integrations</p>	<p><b>1.10. Customer Experience from different starting points: The Path to Excellence</b></p> <p>1.10.1. Degree of knowledge of your customer and target customer</p> <p>1.10.2. Experience management with external teams</p> <p>1.10.3. Resources, time and follow-up</p> <p>1.10.4. Evangelization from the management/ executive team</p>		



**Module 2. Shopping Experience**

<b>2.1. Shopping Experience</b> 2.1.1. Shopping Experience 2.1.2. Generation of experiences as a way of differentiation 2.1.3. Keys to understanding the Shopping Experience	<b>2.2. The buying process and sales cycle</b> 2.2.1. Consumer psychology in the purchase decision making process 2.2.2. The sales cycle. Keys to optimize the sales process 2.2.3. The market and buying patterns	<b>2.3. Excellence in customer service and after-sales service</b> 2.3.1. Customer Service and After Sales Service 2.3.2. Omnichannel customer service 2.3.3. Effective customer communication techniques 2.3.4. Influence of store personnel on the shopping experience.	<b>2.4. Personalization of the user experience</b> 2.4.1. Personalization of the user experience. Relevance 2.4.2. Influence of personalization on purchase decision making 2.4.3. Personalization in physical customer service
<b>2.5. Customer experience design in the physical store</b> 2.5.1. Store layout design to enhance the customer experience 2.5.2. Using the senses to generate positive emotions in the consumer 2.5.3. Strategies to improve the physical store experience	<b>2.6. In-store technology</b> 2.6.1. Interactive displays in physical stores 2.6.2. Use of beacons to personalize the shopping experience 2.6.3. Data analysis to improve the shopping experience	<b>2.7. Emotional marketing in the shopping experience</b> 2.7.1. Emotions in the purchase decision making process. Influence 2.7.2. Design of emotional marketing strategies 2.7.3. Use of Storytelling in the shopping experience	<b>2.8. Sensory marketing in the shopping experience</b> 2.8.1. Marketing sensorial. Relevance 2.8.2. Sensory marketing techniques 2.8.2.1. The senses, generators of positive emotions in the consumer 2.8.3. Trends in sensory marketing. Future
<b>2.9. Shopping Experience Evaluation</b> 2.9.1. Metrics 2.9.2. Collection of customer feedback 2.9.3. Actions and techniques for evaluating the physical store experience	<b>2.10. Creating a memorable shopping experience</b> 2.10.1. Creating a memorable shopping experience 2.10.2. Retail trends 2.10.3. Accessible Shopping Experience		

**Module 3. Digital Platforms Experience**

**3.1. Digital Channels**

- 3.1.1. Internet of Things (IoT) IoT and its role in digital channels
- 3.1.2. Types of digital channels
- 3.1.3. Choosing the right digital channels for your business

**3.2. Web Channel**

- 3.2.1. User experience analysis in the web channel
- 3.2.2. Search Engine Optimization (SEO)
- 3.2.3. Liquid web design: adaptation to mobile devices

**3.3. Mobile applications and social networks**

- 3.3.1. Types of mobile applications
- 3.3.2. Essential functions of an app.Implementation
- 3.3.3. Impact of social media on customer experience
  - 3.3.3.1 Improving customer interaction and satisfaction

**3.4. Chatbots**

- 3.4.1. Types of chatbots
  - 3.4.1.1. Rulesbased chatbots,
  - 3.4.1.2. Chatbots based on artificial intelligence
  - 3.4.1.3. Hybrid chatbots
- 3.4.2. Integrating chatbots into digital channels to improve customer service and efficiency
- 3.4.3. Designing a chatbot for an intuitive and effective user experience

**3.5. Voice Technology**

- 3.5.1. Voice technology. Case Uses
- 3.5.2. Virtual assistants to enhance customer experience
- 3.5.3. Voice technology in the customer experience. Trends and future

**3.6. Customer Experience in Digital Channels**

- 3.6.1. Customer Experience in Digital Channels
- 3.6.2. Web design as a driver for improving user experience
- 3.6.3. Efficiency as part of the experience

**3.7. Design for Channels**

- 3.7.1. Omnichannel design
- 3.7.2. Design management to enhance the experience across channels
- 3.7.3. Design systems: Diseño atómico y Sistema de diseño

**3.8. Working with Channels**

- 3.8.1. Content Marketing
  - 3.8.1.1. Creation of valuable and relevant content for the customer in digital channels
- 3.8.2. Optimization of digital channels to improve positioning in search results
- 3.8.3. Use of Influencers and celebrities to provide an emotionally connected customer experience

**3.9. Personalization**

- 3.9.1. Omnichannel Personalization. Personalized user experience
- 3.9.2. Artificial Intelligence
  - 3.9.2.1. Clustering and hyperpersonalization
- 3.9.3. Personalization to create relevant and attractive offers and promotions for each customer

**3.10. Omnichannel and frictionless**

- 3.10.1. The Frictionless concept and the impact on customer experience
- 3.10.2. Customer Friction Identification and Management



“

*Increase customer satisfaction and brand engagement ratios with the latest digital trends in 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.*



*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.



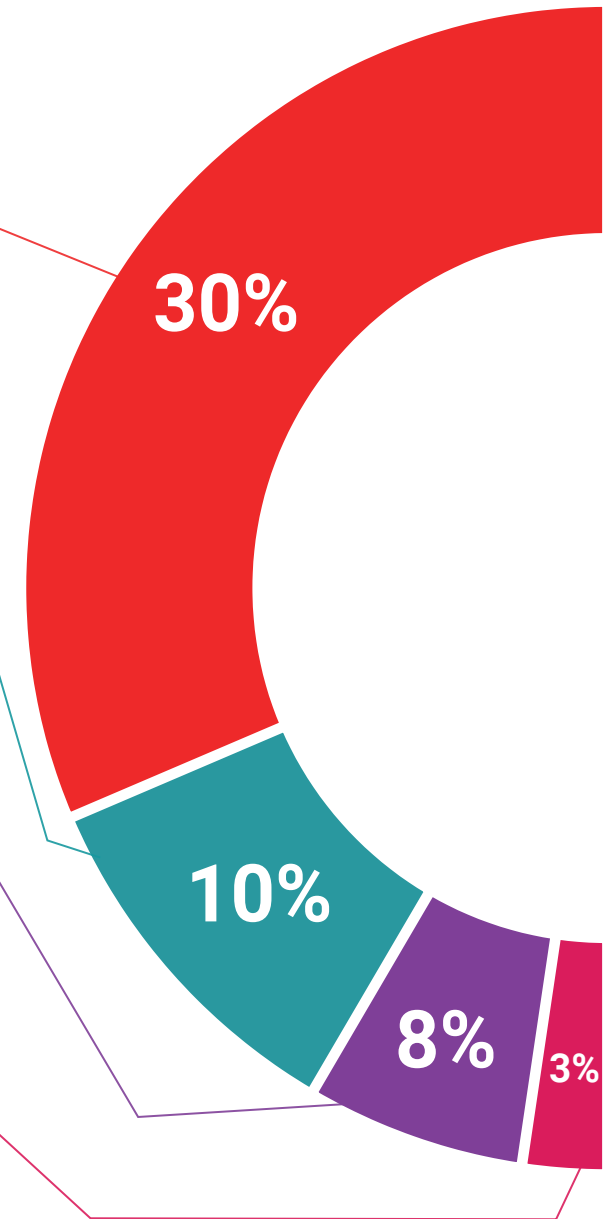
### Management Skills Exercises

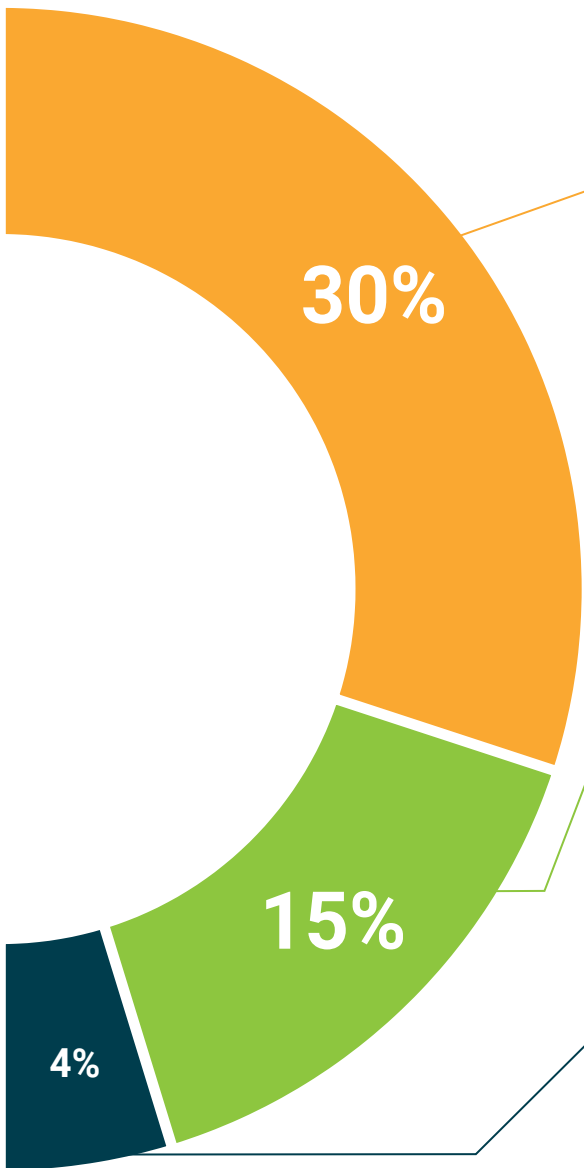
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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 Diploma is aimed at graduates and 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 can also be taken by professionals who, being university graduates in any area, have two years of work experience in the field of customer experience.





“

*If you have a Marketing background and are looking to progress in the area of customer acquisition, this is the program for you”*

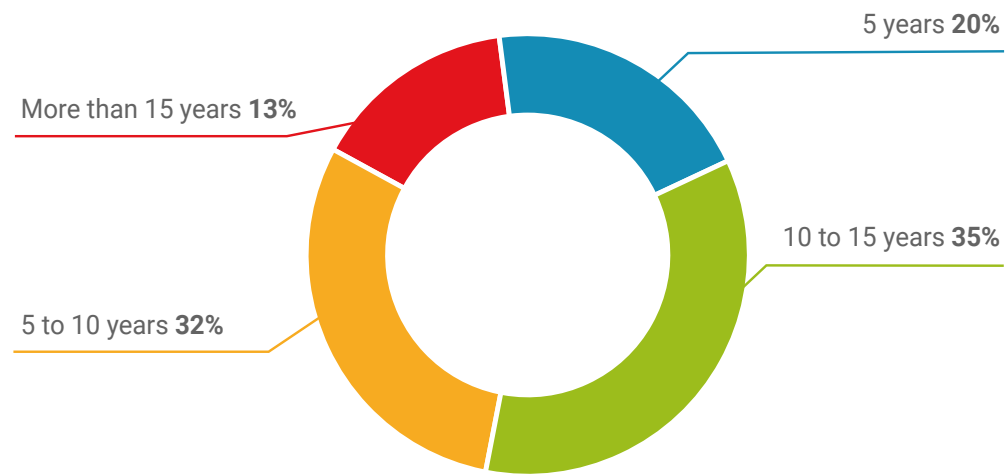
### Average Age

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

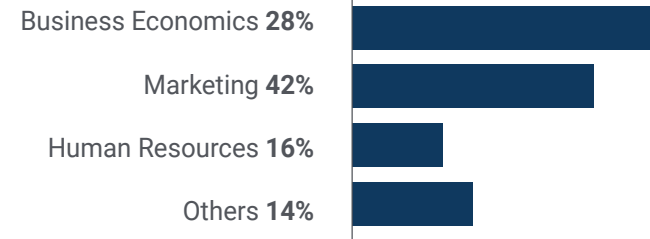
### Years of Experience

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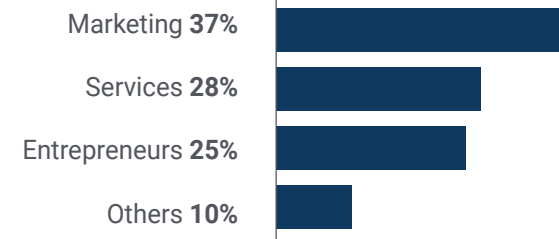
### Training

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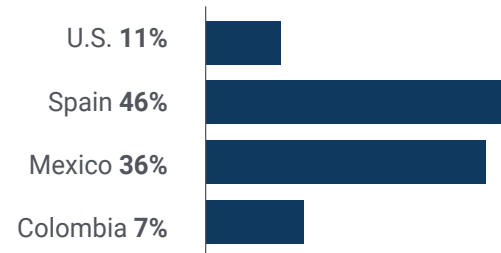
### Educational Profile

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## Geographical Distribution

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## Laura Cortijo Suárez

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Customer Experience Expert

*"This program has been a plus for my professional career. It has allowed me to integrate new digital strategies and get the most out of them to improve the customer experience of the companies I work with. A unique opportunity from the best experts"*

08

# Course Management

One of the elements that distinguishes this program is the faculty in charge of the design and development of its syllabus. Thanks to his extensive professional experience in the Marketing, Customer Engagement and UXLearn sectors in leading national and international companies, the graduate is guaranteed to have access to valuable information to boost his knowledge and career in the Customer Experience field.





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

“

*Distinguished marketing and customer acquisition professionals will be responsible for providing you with the latest information on Customer Experience”*

## Management



### Ms. Yépez Molina, Pilar

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



## Professors

### Ms. Aparicio Ruiz, Marta

- ◆ Marketing Director at Bioo (Green Tech)
- ◆ Marketing Manager EMEA Iberostar Hotel & Resort
- ◆ Digital Business Director of Selenta Group (Hospitality)
- ◆ Lets Bonus Customer Acquisition Manager
- ◆ Online Country Manager at Vueling Airlines
- ◆ Airlines Online Marketing Manager
- ◆ Lecturer in Digital Marketing Management and Business Communication on the Internet at ESDEN
- ◆ Lecturer in Advertising Strategy and Creativity at Ramón Llull University
- ◆ Degree in Economics from Pompeu Fabra University
- ◆ Multimedia Graduate from the Image and Multimedia Technology Center

### Ms. Luchena Guarner, Estefanía

- ◆ Senior Digital Consultant at AKTIOS
- ◆ Product Owner - Project Manager en Catsalut
- ◆ Product Owner at Banc Sabadell Digital Channels
- ◆ Senior Digital Consultant at Gammaux
- ◆ Graduate in Technical Expert in Graphic and Multimedia Design and Management Computing from ESERP-ESDAI University
- ◆ SCPO Official Certification Product Owner EIGP / SCPO - Scrum Certified & Product Owner
- ◆ Digital Talent Advanced Agile Project Management Program
- ◆ SoftObert / HTML5+CSS3 Certification - Responsive

09

# Impact on Your Career

This academic option is designed to promote the careers of the students who take it. For this reason, the syllabus of this program has a theoretical-practical perspective, which will allow you to incorporate into your daily work the strategies that are currently giving the best results in Customer Experience. In this way, the graduate will increase his or her field of action and will be able to fulfill his or her aspirations of professional progression in the sector.



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*Reach the professional goals you have set for yourself in the Customer Experience field thanks to TECH”*

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

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

If the professional wants to improve themselves, achieve a positive change at a professional level and interact with the best, this is the place for him/her.

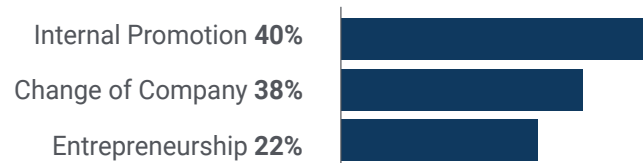
*Become an expert in the improvement of after-sales service and increase your professional field of action.*

*You will make a positive change in your career and in your customers' shopping experience.*

#### Time of change



#### Type of change



## Salary increase

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



10

# Benefits for Your Company

The Postgraduate Diploma in Customer Experience undoubtedly contributes to the student's mastery of the subject, but also to the company where he/she works. In this way, the entities increase their prestige by having highly qualified professionals who are constantly updating their knowledge and incorporating the latest trends in this field. An academic option that opens up a range of possibilities for both professionals and the companies of which they form part.





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*In the digital era, the Customer Experience professional must be aware of the latest trends. Get that update with this Postgraduate Diploma"*

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 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** contains the most complete and up-to-date program on the market.

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

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

Title: **Postgraduate Diploma in Customer Experience**

Official N° of Hours: **450 h.**



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



## Postgraduate Diploma Customer Experience

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

# Postgraduate Diploma Customer Experience

