

Customer Experience

AT THE

Seton Hall University
Stillman School of Business

..... **CHANGING THE LANDSCAPE OF LEARNING**



Advance your CX strategies

The field of Customer Experience (CX) has evolved into one of the most in-demand fields in the world. Dive into thought leadership, discussions, innovative frameworks and customer-focused cultures. Then, distinguish yourself with your certificate from SHU.

Online, at your own pace

Create a schedule that works for you and complete the course at your convenience. You can earn your certificate in under 32 hours!

Brought to you by industry leaders

Gain access to world-renowned leadership – CX professionals and experts who practice the art of CX every day.

Relevant techniques for your own projects

During the 8-module program, you work on your own projects and use best practices developed by top companies. Experts and professional instructors guide you through each step. Your projects are reviewed, and mentoring is provided. Throughout the program, you continuously build your toolset and develop your own, personalized CX Portfolio.

PROGRAM TOOLKIT

- Reusable worksheets, templates, & workbooks.
- Strategic CX Organization & Advocacy Plans.
- Actionable maturity assessment for your company.
- Persona & Journey Map Workshop booklet.
- Customer-First Culture Workshop booklet.
- Personal CX portfolio of best practices.



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EIGHT MODULES

1 Introduction to CX

Learn the concept of customer experience and reveal both great and poor experiences. Uncover the essential elements that draw us in and keep us coming back to our beloved brands. Complete a score card to compare your brand against the competition.

3 Your Customers, Their Journey

CX Journey Maps are arguably the most important tool in your arsenal. Discover touchpoints, emotions, brand proof points and more. Unlock the power of journey maps to analyze, plan, communicate, innovate, and transform.

5 Customer-focused Innovation

Bring teams together to innovate on behalf of your customers. Employ empathy-powered stories and techniques to bust down silos and culture barriers. Close the “knowing-doing” gap via a perfect blend of theory, practice, strategy, and invention.

7 Customer First Culture

It's a proven reality that your customer experience will never exceed your employee experience. Learn how to position your company for greater success by engaging your team's hearts and minds and bringing them together for amazing experiences.

2 CX Strategy for Success

Discover why CX is essential to your business strategy. Perform an assessment and prioritize areas to mature and drive adoption. Create your vision and goals for insights, engagement, efficiency, revenue, retention, and greater employee satisfaction.

4 Improve Decisions with Data

Connect the dots between your customers' perceptions, sentiments, service delivery, costs, churn rates, share of wallet, average handling times, cost of acquisition, and more. Then, define actionable metrics that drive your desired business results.

6 Customer Relationship Building

CX is multi-faceted and relies on building strong relationships with your customers. Identify and define core elements to build relationships and improve overall experiences, then create relationship matrixes specifically for your business.

8 Navigating Politics Of Change

Change is hard and people are resistant. Discover how to drive adoption across your entire organization by arming yourself with indispensable leadership skills. Become a successful change-agent for experience-first thinking and inspire positive change.

Capstone Project: Build your Strategic CX Plan

Throughout the program, you work on your very own CX Strategic Organizational Plan and professional CX portfolio. This toolkit will help you drive Customer Experience throughout your organization's DNA.