

ERA 113 Delivering enhanced Customer Experience

5 ECTS

Objectives – Course description

The Customer Experience course will help you understand what drives positive customer interactions and how they can contribute to business growth. You will learn how to develop the tools to create relevant and personalized engagement at each point in the customer journey. You will also learn how a problem solving focused organization can deliver a superior customer experience.

Learning content

1. The customer focused organization
2. Align Around Experience
3. Build a Customer Listening Path
4. Problem solving
5. Proactive Experience Innovation
6. Accountability, Leadership & Decision Making

Learning outcome

A methodology framework, last trends in CXP, technology interfaces, organizational focus, innovation process, best practices, success stories.

Program outline:

- The customer focused organization
- Align Around Experience
- Build a Customer Listening Path
- Problem solving
- Proactive Experience Innovation
- Accountability, Leadership & Decision Making

Methodology

Problem based learning based on theoretical key concepts, study cases readings, team work and interactive sessions.

Learning material

- Extract from leading authors on the topic
- Videos
- Team work

Evaluation:

- Permanent learning evaluation