Customer Experience 2.0

AT THE

**Seton Hall University
Stillman School of Business** . . . . **CHANGING THE LANDSCAPE OF LEARNING**

Customer Experience 2.0

The CX 2.0 Certificate Program is an advanced course designed to deepen your understanding and skills in the dynamic field of Customer Experience (CX). Building on the foundation established in the Customer Experience Certificate Program, CX 2.0 offers you a comprehensive exploration of advanced concepts and strategies to enhance your proficiency. Upon completion, you will emerge as a CX leader, ready to drive transformative changes and achieve excellence in customer experience. 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!

**STILLMAN SCHOOL OF BUSINESS
SETON HALL UNIVERSITY**

Apply relevant techniques

During the 8-module program, you'll 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'll continuously build your toolset and develop your own, personalized 30/60/90 Day CX Plan.

- - - - - - - **PROGRAM TAKEAWAYS** - - - - - - -

• Align personal and company goals for customer success.

• Understand 'The Power of One' in fostering service excellence.

• Learn how brands create valuable customer experiences.

EIGHT MODULES

1 Today's Disrupted CX Environment

Explore current trends in Customer Experience (CX) and their economic drivers, and understand customer experience's critical role. Master linking Return of Investment (ROI) with CX strategies to significantly impact the organization.

2 Customer-Business Value

Discover how to integrate CX with business strategy through the balanced scorecard approach. Analyze customer data to foster a customer-focused team and environment. Set and achieve smart CX goals that benefit both customers and the business.

3 Value-Stream Mapping

Focus on the creation of seamless customer experiences through service blueprinting. Utilize customer journey mapping as a tool to enhance customer relationships and adopt new business models. Align internal processes with customer needs.

4 Technological Impact on CX

Explore the significant impact of emerging technologies like AI, the CX metaverse, and Web 3.0 on customer experience. Learn to adapt and navigate through the rapidly changing technological environment of CX. Gain insights into the potential future of CX.

5 CX Performance & ROI

Concentrate on advocating CX initiatives with an emphasis on demonstrating ROI. Learn effective strategies to showcase how enhanced CX leads to quantifiable financial gains. Link better customer experiences to business success.

6 Leveraging Diversity to Enhance CX

Acknowledge the vital impact of diversity, equity, and inclusion in creating superior customer experiences. Implement these principles in CX initiatives to strengthen the bond between employee and customer experiences. Integrate diversity into CX strategies.

7 Empowering Experience Makers

Examine key strategies to build a culture centered around service excellence and customer satisfaction. Utilize AI and qualitative data to align employee experience with customer expectations. Learn from firms that empower employees to improve CX.

8 CX Leadership & Change

Investigate the essential traits, skills, and competencies required for successful CX leadership. Reflect on personal strengths and weaknesses to foster growth and effectiveness in leading CX initiatives. Develop leadership for CX-driven change.

Capstone Project: Build your strategic 30/60/90 Day CX Plan

Develop a detailed, adaptable CX plan incorporating personal insights, goals, and strategies. This plan should be a practical guide to applying your newfound knowledge and skills across your organization, ensuring tangible improvements in customer experience.

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