

Hybrid Executive Master's Degree

Customer Experience



Hybrid Executive Master's Degree Customer Experience

Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Global University

Accreditation: 60 + 4 ECTS

Website: www.techtute.com/us/school-of-business/hybrid-executive-master-degree/hybrid-executive-master-degree-customer-experience

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01

Introduction

According to a recent report by a prestigious consulting firm, 77% of consumers feel more loyal to brands that invite them to be part of relevant and personalized experiences. In addition, the document reveals that companies with a mature Customer Experience strategy outperform their competitors by 30% in terms of revenue growth and profitability. These findings highlight the need for experts to understand consumers' expectations in depth in order to design experiences that meet and exceed their expectations. For this reason, TECH is launching a revolutionary university program focused on the latest advances in areas such as Shopping Experience or Digital Platforms Experience.





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Thanks to this intensive Hybrid Executive Master's Degree, you will manage Artificial Intelligence to personalize the customer experience and build long-term customer loyalty”

Customer experience is a crucial aspect that directly influences brand perception and purchase decisions. Understanding how to manage each touch point along the customer journey enables organizations not only to attract and retain customers, but also to generate added value that translates into sustainable growth. Faced with this reality, specialists need to incorporate into their daily practice the most sophisticated strategies to retain customers and generate added value that translates into sustainable growth.

In this context, TECH launches a pioneering Hybrid Executive Master's Degree in Customer Experience. Designed by experts in this field, the academic itinerary will delve into the latest trends in areas such as Customer Experience Analytics, Shopping Experience or Digital Platforms Experience. Likewise, the syllabus will provide the keys for graduates to master emerging tools such as Artificial Intelligence or the Internet of Things to personalize the user experience. In this way, professionals will design and implement programs that will build long-term brand loyalty among consumers.

After passing the theoretical stage, the program includes a practical internship in a prestigious institution in the field of Customer Experience. Thanks to this, students will have the opportunity to apply everything they have learned on a practical level, in first-class facilities equipped with top-notch technological tools. In this way, graduates will acquire advanced competencies that will allow them to expand their work horizons to a higher level.

This **Hybrid Executive Master's Degree in Customer Experience** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ Development of more than 100 case studies presented by Customer Experience experts
- ♦ Its graphic, schematic and practical contents provide essential information on those disciplines that are indispensable for professional practice
- ♦ Emphasis on innovative methodologies
- ♦ All of this will be complemented by theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection
- ♦ Furthermore, you will be able to carry out a internship in one of the best companies



You will carry out an intensive 3-week internship in a prestigious organization, where you will be guided by a highly specialized team in Customer Experience”

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You will carry out a 3-week practical internship in a renowned organization, where you will delve into the latest trends in Customer Experience”

In this Hybrid Executive Master's Degree proposal, of a professionalizing nature and blended learning modality, the program is aimed at updating Customer Experience professionals who require a high level of qualification. The contents are based on the latest scientific evidence, and oriented in a didactic way to integrate theoretical knowledge into practice, and the theoretical-practical elements will facilitate the updating of knowledge.

Thanks to its multimedia content elaborated with the latest educational technology, they will allow the Customer Experience professional a situated and contextual learning, that is to say, a simulated environment that will provide an immersive learning programmed to specialize in real situations. This program is designed around Problem-Based Learning, whereby the physician must try to solve the different professional practice situations that arise during the course. For this purpose, students will be assisted by an innovative interactive video system created by renowned and experienced experts.

You will update your knowledge of Customer Experience through innovative multimedia content.

You will learn through real cases and by solving complex situations in simulated learning environments.



02

Why Study this Hybrid Executive Master's Degree?

Customer experience has become a determining factor for companies to differentiate themselves in the marketplace. Therefore, it is essential that experts incorporate into their daily practice the most cutting-edge strategies to provide positive experiences to attract and retain customers in the long term. For this reason, TECH has created this pioneering Hybrid Executive Master's Degree, which combines the most recent updates in subjects such as Shopping Experience, Customer Experience Analytics or Customer Science with a practical stay in a renowned entity. Therefore, specialists will acquire advanced skills to experience a leap in quality in their careers.



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You will be able to access the Virtual Campus at any time and download the contents to consult them whenever you wish"

1. Updating from the latest technology available

The Customer Experience field has experienced significant progress in recent years thanks to the integration of emerging tools that optimize the customer experience. An example of this is the chatbots or virtual assistants, which provide immediate customer service to resolve their queries. In order to bring specialists closer to these technologies, TECH presents this practical stay, which will allow professionals to access a cutting-edge work environment, where they will have access to the most innovative technological tools in this field.

2. Gaining in-depth knowledge from the experience of top specialists

Throughout the practical period, graduates will be guided by a team of highly specialized professionals in the field of Customer Management. These experts will help students handle sophisticated tools to develop positive customer experiences. Additionally, a specially appointed tutor will help students get the most out of the academic path.

3. Entering first-class professional environments

TECH carefully chooses all the centers available for the completion of its Internship Programs. Thanks to this, students have the guarantees they demand to enjoy an academic experience in leading institutions. In this way, they will be able to experience the day-to-day of a profession that is highly demanded by companies.





4. Combining the best theory with state-of-the-art practice

In order to facilitate the assimilation of professional skills of its students, TECH has configured a disruptive learning model that combines practice with theoretical study. In this way, graduates are faced with a unique opportunity, unparalleled in the academic scenario, which will help them to immediately opt for the best positions in the labor market.

5. Expanding the boundaries of knowledge

The practical stay of TECH's Hybrid Executive Master's Degree program can be carried out in different institutions of international scope. In this way, students will expand their horizons and will be highly qualified to practice their profession anywhere in the world. All this is possible thanks to the wide network of contacts and agreements at the disposal of the largest online university in the world.

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You will have full practical immersion at the center of your choice"

03 Objectives

This university program will provide experts with a holistic understanding of customer experience design and management in various industries. At the same time, students will be able to implement strategies based on data collection and analysis to personalize customer interactions. In this way, graduates will implement programs that foster both consumer satisfaction and long-term loyalty with institutions.



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You will develop chatbots to provide immediate attention to consumers at any time of the day, therefore improving their perception of the brand”



General Objective

- Through this Hybrid Executive Master's Degree in Customer Experience, professionals will handle emerging technological tools such as Artificial Intelligence or the Internet of Things to significantly improve the customer experience. In this sense, graduates will develop advanced skills to design Customer Experience projects in a comprehensive manner, focusing on creating value and strengthening the relationship with consumers



TECH's revolutionary Relearning methodology will allow you to learn in an autonomous and progressive way. Enroll now!"





Specific Objectives

- Understand emerging trends in the marketplace and how they affect purchasing behavior
- Reflect on the importance of sustainability, social responsibility and the environmental impact of companies in the new consumer environment, and how they can improve their relationship with customers through these practices
- Analyze case studies of companies that have successfully adapted their marketing strategies and shopping experiences based on their VOC methodology results
- Define the organization's values and principles that allow for the creation of a Customer Experience focused culture and demonstrate how these values are translated into concrete actions for the benefit of the customer
- Establish work methodologies that streamline and encourage creativity and continuous improvement
- Define the basics to implement a CX project
- Design an effective, multi-role, decision-oriented customer satisfaction governance model
- Identify the best customer experience KPI based on the nature of the company
- Use emotional marketing and storytelling to create a memorable shopping experience
- Analyze the impact of technology on the shopping experience and how to use it to improve customer interaction in the physical store

04 Skills

Through this university program, graduates will gain advanced skills to interpret customer behavioral data and use insights to make strategic decisions. Along the same lines, students will implement strategies based on data analysis to personalize and improve interaction with users. In addition, professionals will design processes that drive customer satisfaction and promote long-term customer loyalty.



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You will acquire advanced skills to adapt to dynamic environments and changing customer expectations while maintaining a proactive approach to problem solving”



General Skills

- Analyze the behavior, needs and expectations of the new consumer and examine how digital media, devices and technology are changing consumer buying behavior
- Develop skills and tools for research and analysis of the new consumer, understanding the fundamental concepts of the VOC methodology, its importance in customer experience management and the identification of improvement opportunities
- Demonstrate the importance of the VOC methodology in customer experience management (CEM), and how it can contribute to improving customer satisfaction, loyalty and the company's success in the marketplace
- Generate a culture of feedback and continuous improvement that will enable the organization to adapt to the needs of its customers





Specific Skills

- ♦ Propose concrete action plans that enable the organization to constantly adapt to the needs and expectations of customers and maintain a corporate culture focused on Customer Experience
- ♦ Enrich and optimize the customer experience
- ♦ Lead research projects combining quantitative and qualitative techniques
- ♦ Propose different techniques for the knowledge of the customer profile
- ♦ Generate value through personalized experiences, build customer loyalty and increase customer satisfaction
- ♦ Apply strategies to offer exceptional customer care and after-sales service
- ♦ Generate strong emotional connections, engagement, with the customer
- ♦ 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



Interactive summaries of each topic will allow you to consolidate Employee Experience concepts in a more dynamic way”

05

Course Management

TECH's priority is to make available to everyone the most complete and updated university programs in the academic panorama, which is why it carefully selects its different teaching staff. For the delivery of this Hybrid Executive Master's Degree, TECH has enlisted the services of the best experts in Customer Experience. These professionals have an extensive work background, where they have been part of recognized institutions to significantly optimize the customer experience. In this way, students have the guarantees they demand to access an immersive experience that will improve their career prospects considerably.





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You will have access to a study plan designed by a prestigious teaching team made up of experts in 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 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

Mr. Daniel Maestro Miguel

- ♦ Corporate Marketing Director and Spain GeneproDX Country Manager
- ♦ Corporate Marketing Director and SonoMedical Partner
- ♦ Corporate Director of Digital Marketing ISDIN
- ♦ Digital Business Director at RocaSalvatella
- ♦ Marketing Director of Fhios Smart Knowledge
- ♦ Digital Marketing Professor at the Cibervoluntarios Foundation
- ♦ Postgraduate Professor in Digital and Cultural Transformation of Organizations at Pompeu Fabra University
- ♦ Digital Marketing teacher in BES La Salle
- ♦ Postgraduate in Interactive Strategies and Creativity at the Autonomous University of Barcelona
- ♦ Postgraduate in Social Media, SEM, SEO, Mobile Marketing and Crisis Management on the Internet from IEBS Business School
- ♦ MBA and Business Management by the School of Business Administration (EAE)
- ♦ Degree in Business Administration and Management (BBA) from the School of Business Administration (EAE)

Ms. De los Reyes Flores, Paloma

- ♦ Account Manager
- ♦ Production Assistant at ELLE Magazine
- ♦ MBA Master's Degree with Specialization in Fashion Business Management at Esden Business School
- ♦ Influencer Marketing
- ♦ Dual Degree in Law and Business Administration at the Faculty of Law and Social Sciences of Toledo, Castilla-La Mancha University

D. 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

Ms. Luchena Guarner, Estefanía

- ♦ Senior Digital Consultant at AKTIOS, Cat Salut, Banc Sabadell, CaixaBank (CaixaBank Consumer Finance and 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)

06

Educational Plan

The didactic materials that make up this Hybrid Executive Master's Degree have been designed by real experts in Customer Experience, taking into account the demands of the current labor market. Composed of 10 specialized modules, the academic itinerary will delve into the latest advances in subjects such as Customer Experience Analytics, Digital Platforms Experience or Shopping Experience. In addition, the syllabus will provide the keys for graduates to handle emerging tools such as Artificial Intelligence or the Internet of Things to significantly optimize the customer experience.



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You will design programs that foster user satisfaction and promote their long-term loyalty”

Module 1. Customer Experience: New Customer or Consumer

- 1.1. Customer Experience
 - 1.1.1. Customer Experience Experience-Satisfaction Causal Model
 - 1.1.2. Customer Experience Management (CEM)
 - 1.1.3. Customer Experience vs. Brand Experience
 - 1.1.4. From Customer Experience to Customer Experience Management
- 1.2. The New Consumer
 - 1.2.1. The New Consumer Relational vs. Transactional
 - 1.2.2. Current Market Trends
 - 1.2.2.1. Sustainability and Social Responsibility
 - 1.2.3. Impact of Technology and Social Networks on the Behavior of the New Consumer
 - 1.2.3.1. Omnichannel, Over-Information and Immersive Experiences
 - 1.2.4. The Consumer as an Ambassador of the Company
- 1.3. Voice of the Customer (VoC) Methodology
 - 1.3.1. VoC Methodology
 - 1.3.2. Customer Experience Insights
 - 1.3.3. VoC Program as a Strategic Basis for CX
- 1.4. VoC Methodology Mapping
 - 1.4.1. Touchpoint Mapping
 - 1.4.2. VoC Journey
 - 1.4.3. Empathy Map
 - 1.4.4. MOTS Identification
- 1.5. VoC Program Key Principles
 - 1.5.1. Listening
 - 1.5.2. Ask
 - 1.5.3. Interpret
 - 1.5.4. Act
 - 1.5.5. Monitor
 - 1.5.6. Design
- 1.6. Definition of a VoC Program Stages
 - 1.6.1. Awareness Stage
 - 1.6.2. Collection Stage
 - 1.6.3. Analysis Stage
 - 1.6.4. Action Stage
 - 1.6.5. Assessment Stage
- 1.7. Collecting the Voice of the Customer: VoC Research Design
 - 1.7.1. Definition of Research Objectives and Scope
 - 1.7.2. Quantitative and Qualitative Data Collection Techniques
 - 1.7.3. Selection of Data Collection Methods
 - 1.7.4. Design of Questionnaires and Interview Guides
 - 1.7.5. Data Collection Tools
- 1.8. Voice of the Customer Analysis
 - 1.8.1. Identification of Patterns and Trends in the Collected Data
 - 1.8.2. Interpretation of Data to Identify Customer Needs, Wants and Expectations
 - 1.8.3. Qualitative Tools Application
 - 1.8.4. Analysis Tools
- 1.9. Evaluation and Measurement of the Voice of the Customer
 - 1.9.1. Traditional Systems: NPS (Net Promote Score)
 - 1.9.2. Measurement of Emotions
 - 1.9.3. News on VoC Measurement
 - 1.9.4. Identification of Improvement Opportunities
- 1.10. Active Listening for VoC
 - 1.10.1. Dynamic Listening and Observation VoC
 - 1.10.2. Customer Service as a Listening Method
 - 1.10.3. Sentiment Analysis in Social Media

Module 2. Customer Centric Organization

- 2.1. Organizational Culture in Customer Experience
 - 2.1.1. Effect of Corporate Culture on Customer Perception of the Brand
 - 2.1.2. Differentiating the Company from the Competition through Organizational Culture
 - 2.1.3. Influence of Corporate Culture on Customer Loyalty
- 2.2. Development of Values and Principles in an Organizational Culture Focused on Customer Experience
 - 2.2.1. Definition of Values and Principles Oriented to Customer Experience
 - 2.2.2. Promotion of Values and Principles throughout the Organization
 - 2.2.3. Incorporation of Values and Principles into Business Strategy
- 2.3. Evaluation of the Organization's Internal Structure and Processes to Achieve a Corporate Culture that Prioritizes the Customer Experience
 - 2.3.1. Evaluation of the Organizational Structure Aspects for Improvement
 - 2.3.2. Evaluation of Writing Processes
 - 2.3.3. Involve Employees in the Improvement of Internal Processes to Achieve a Customer Experience Oriented Corporate Culture
- 2.4. Foster of a Culture of Feedback and Improvement in the Organization to Adapt to Customer Needs and Expectations
 - 2.4.1. Promotion of the Feedback Culture in the Organization
 - 2.4.2. Manage and Use Feedback to Improve Customer Experience
 - 2.4.3. Development of a Continuous Improvement Strategy Based on Feedback Received
- 2.5. Measurement and Evaluation of Organizational Culture Focused on Customer Experience
 - 2.5.1. Definition of Key Indicators Measurement
 - 2.5.2. Evaluation of Indicators and Result Analysis
 - 2.5.3. Management of Results as Aspects for Improvement
- 2.6. Promotion of a Collaborative and Empathetic Culture in the Organization to Improve the Customer Experience
 - 2.6.1. Encourage Collaboration between the Different Departments of the Organization
 - 2.6.2. Development of a Culture of Empathy and Customer Service throughout the Organization
 - 2.6.3. Promote the Active Participation of all Employees in Improving the Customer Experience
- 2.7. Commitment at all Levels of the Organization to Foster a Corporate Culture Focused on Customer Experience
 - 2.7.1. Involvement of Senior Management in the Promotion of a Corporate Culture Focused on Customer Experience
 - 2.7.2. Foster Employee Commitment to a Customer Experience-Centric Corporate Culture
 - 2.7.3. Establishment of an Incentive System to Encourage Commitment to a Corporate Culture Focused on Customer Experience
- 2.8. Identify and Address Customer Pain Points through Organizational Culture Adaptation
 - 2.8.1. Identification of the Customer's Pain Points through the Feedback Received
 - 2.8.2. Assessment of the Organization's Ability to Solve Customer Pain Points
 - 2.8.3. Develop a Strategy to Address Customer Pain Points and Adapt Organizational Culture
- 2.9. Establishment of a Leadership Culture to Drive an Organizational Culture Focused on Customer Experience.
 - 2.9.1. Development of Leadership Skills Focused on Customer Experience
 - 2.9.2. Design of a Leadership Model to Promote an Organizational Culture Focused on Customer Experience
 - 2.9.3. Involvement of Leaders in the Promotion of Organizational Culture Focused on Customer Experience
- 2.10. Alignment of the Organization's Objectives and Goals with a Business Culture Focused on Customer Experience
 - 2.10.1. Definition of the Organization's Strategy Focused on Customer Experience
 - 2.10.2. Establishment of Long-Term Objectives and Specific Targets
 - 2.10.3. Integration of the Corporate Culture Focused on Customer Experience in the Overall Organizational Strategy

Module 3. Customer Science: Customer Experience Research

- 3.1. Customer Experience Principles and Value
 - 3.1.1. Differences between CX and UX
 - 3.1.2. Customer Experience as a Company Strategy
 - 3.1.3. CX Transformation: a Step Forward in Organizational Culture
- 3.2. Key Factor in CX: Omnichannel
 - 3.2.1. Omnichannel Omnichannel CX
 - 3.2.2. Omnichannel User Experience Key points
 - 3.2.3. Determining Omnichannel Maturity
- 3.3. Global Map of Service-Customer Relationships: Blueprint
 - 3.3.1. Blueprint Uses
 - 3.3.2. Blueprint Benefits in CX
 - 3.3.3. Blueprint Design
- 3.4. Process to Evolve a Company's CX Research
 - 3.4.1. Research in Terms of CX
 - 3.4.2. Scope of Study
 - 3.4.2.1. Customer Life Cycle
 - 3.4.2.2. Stages
 - 3.4.2.3. Object of Research
 - 3.4.3. CX Improvement Work Techniques Practical Examples
 - 3.4.4. Research with Limited Resources
 - 3.4.5. OPS Research
- 3.5. Knowledge of the Potential Customer Archetypal Characters
 - 3.5.1. Customer Knowledge as the Basis for Experience Design
 - 3.5.2. Jung's 12 Archetypes
 - 3.5.3. Character Design
- 3.6. Customer Journey at CX
 - 3.6.1. Customer Journey Uses
 - 3.6.2. Customer Journey Benefits
 - 3.6.3. Customer Journey Design: Key Aspects
- 3.7. Quantitative Techniques in CX
 - 3.7.1. Quantitative Techniques Scope of Application
 - 3.7.2. Types of Quantitative Techniques: Usefulness and Measurement Indicators
 - 3.7.2.1. Surveys
 - 3.7.2.2. User Test
 - 3.7.2.3. Test A- B
 - 3.7.2.4. Integration of Metrics in Processes
 - 3.7.2.5. Card-Sorting
 - 3.7.2.6. Tree-Test
 - 3.7.2.7. Eye-Tracking
- 3.8. Qualitative Techniques in CX
 - 3.8.1. Qualitative Techniques Scope of Application
 - 3.8.2. Types of Qualitative Techniques: Usefulness and Measurement Indicators
 - 3.8.2.1. Heuristic Evaluation
 - 3.8.2.2. Benchmark
 - 3.8.2.3. User Test
 - 3.8.2.4. Personal Interviews
 - 3.8.2.5. Focus Group
 - 3.8.2.6. Shadowing // Mystery
 - 3.8.2.7. Journal Studies
- 3.9. Methodologies for Use in CX
 - 3.9.1. Work Methodologies
 - 3.9.2. Design Thinking Practical Application in CX
 - 3.9.3. Lean UX Practical Application in CX
 - 3.9.4. Agile. Practical Application in CX
- 3.10. Accessibility as Part of the CX
 - 3.10.1. Accessibility as Part of the CX
 - 3.10.2. Web Accessibility Levels Legal Aspects
 - 3.10.3. Accessible Sites, Products and Services

Module 4. Design and Implementation of a CX Project Governance Model

- 4.1. Definition of a Realistic Project Scope
 - 4.1.1. Types of Project
 - 4.1.1.1. Problem Solving
 - 4.1.1.2. Value Proposition
 - 4.1.1.3. Innovation
 - 4.1.2. Starting Point
 - 4.1.2.1. Data as a Tool to Identify Opportunities and Insights
 - 4.1.3. Alignment of Objectives, Participants and Execution Times Role of Experts and Facilitators
 - 4.1.3.1. Business Needs Review
 - 4.1.3.2. Identification of Internal and External Stakeholders
 - 4.1.3.3. Customer Profile
 - 4.1.3.4. Definition of Expected Output
- 4.2. Identify the Customer Profile in a CX Project
 - 4.2.1. Identification of the Desired Customer Profile as a Challenge
 - 4.2.2. Behavioral Profiling
 - 4.2.2.1. Consumption and Purchasing Habits
 - 4.2.2.2. Interaction with Communication Channels
 - 4.2.2.3. Degree of Digitization
 - 4.2.2.4. Sociodemographic Radiography
 - 4.2.3. Customer Communication and Data Processing
- 4.3. Customer Journey in a CX Project
 - 4.3.1. Analysis and Typification of Contact Points
 - 4.3.1.1. Safari and Shadowing
 - 4.3.1.2. Interviews
 - 4.3.1.3. Workshops and Focus Groups
 - 4.3.2. Identification of Customer Needs by Audience Profile
 - 4.3.2.1. Customer Satisfaction Points
 - 4.3.2.1.1. What Is Working Today? What Does the Customer Value?
 - 4.3.2.2. Customer Pain Points
 - 4.3.2.2.1. What Is Not Working Today? What Generates Customer Frustration?
- 4.3.3. Definition of the Customer Journey for Each Customer Type
 - 4.3.3.1. Identification of the Main Gain and Pain Points of Each Key Stage and the Contact Points through which It Passes
- 4.4. Project Execution
 - 4.4.1. Project Execution Important Aspects
 - 4.4.1.1. Alignment of the Customer's Vision with Business Objectives
 - 4.4.1.2. Customer Journey Visualization: Setting a Starting Point for Aligning all Company Teams
 - 4.4.1.3. Analysis of Economic Viability Profitability
 - 4.4.1.4. Involvement of Key People in the Relationship with the Client to Enter the Execution Phase
 - 4.4.2. Diagnosis and Resolution
 - 4.4.2.1. Diagnostic Presentation Formulas
 - 4.4.2.1.1. Co-Creation Workshops
 - 4.4.2.1.2. Benchmarking
 - 4.4.2.2. Resolution
 - 4.4.2.2.1. Task Identification
 - 4.4.2.2.2. Assignment of Tasks by Profile
 - 4.4.3. Assessment
 - 4.4.3.1. KPI Definition
 - 4.4.3.2. Data Collection
 - 4.4.3.3. Valuation Period
- 4.5. Framework for Action in the CX Project
 - 4.5.1. Consolidation or Dismissal
 - 4.5.2. Internal Evangelization
 - 4.5.3. Tool Identification
- 4.6. Product Business Case New Product Launch
 - 4.6.1. Illustration of the CX Role in the Development of an Innovation Product
 - 4.6.2. Phases in the Launching of a New Product
 - 4.6.3. Common Errors
- 4.7. Business Case from Service CX as a Catalyst for Innovation
 - 4.7.1. Key Role of CX in Innovation Processes
 - 4.7.2. Phases
 - 4.7.3. Keys to Success

- 4.8. Business Case from Service Customer Satisfaction as a Lever for Continuous Improvement
 - 4.8.1. Customer Satisfaction Measurement across the Entire Customer Journey
 - 4.8.2. Phases
 - 4.8.3. Action-Oriented Routines
- 4.9. The Governance Model in a CX Project
 - 4.9.1. Roles
 - 4.9.2. Data
 - 4.9.3. Iterative Action Plans
- 4.10. Successful Implementation of a CX Project Keys
 - 4.10.1. Apprenticeships
 - 4.10.2. References
 - 4.10.3. Resources

Module 5. Customer Experience Analytics

- 5.1. The Quality of the Data and Its Activation Key Elements for a Dashboard
 - 5.1.1. Data Capture
 - 5.1.1.1. What, When and How to Collect Customer Feedback
 - 5.1.2. Data Analysis
 - 5.1.2.1. Requirements to Maintain a System Interpretable by the Different Layers of the Organization over Time
 - 5.1.3. Decision Making
 - 5.1.3.1. Interpretation and Action
- 5.2. NPS, Customer Loyalty
 - 5.2.1. NPS: what Does It Calculate and How?
 - 5.2.2. Use of NPS as a Reference KPI Pros and Cons
 - 5.2.3. Examples and Sectorial References
- 5.3. CSAT Customer Satisfaction
 - 5.3.1. CSAT: what Does It Calculate and How?
 - 5.3.2. Use of CSAT as a Reference KPI Pros and Cons
 - 5.3.3. Examples and Sectorial References



- 5.4. Complementary KPIs
 - 5.4.1. CES: Customer Satisfaction with the Degree of Difficulty of a Given Action
 - 5.4.2. CLV: Customer Lifetime Value
 - 5.4.3. Attrition and Retention Rates
 - 5.4.4. Sector Specifics
- 5.5. Online Reputation Importance of Internet Semantic Data
 - 5.5.1. Active Listening on the Internet: Analysis of Brand Reputation on Social Networks, Comparison Sites and Your Website
 - 5.5.2. Response Strategy: Interaction as a Brand Reputation Management Tool
 - 5.5.3. Platforms for Listening and Management
- 5.6. Contact Center The Telephone, a Powerful Lever for Taking the Customer's Pulse
 - 5.6.1. Illustration of the Role of the CX in the Development of an Innovation Product
 - 5.6.2. Essential Steps
 - 5.6.3. Common Errors
- 5.7. Keys to Achieving a Holistic View of Customer Feedback
 - 5.7.1. Selecting Your Optimal KPIs
 - 5.7.2. Optimization of the Timing of the Journey for Feedback Collection
 - 5.7.3. Identification of Customer Experience by Customer Profile Typology
- 5.8. Technological Architecture Key Aspects
 - 5.8.1. Security
 - 5.8.2. Privacy
 - 5.8.3. Integrity
 - 5.8.4. Scales
 - 5.8.5. Real Time
- 5.9. The Control Panel
 - 5.9.1. Roles
 - 5.9.1.1. Who Interacts, Purpose and Frequency
 - 5.9.2. Data Visualization
 - 5.9.2.1. Platforms
 - 5.9.3. Assessment of the Implications of Integrations

- 5.10. Customer Experience from Different Starting Points: the Road to Excellence
 - 5.10.1. Degree of Knowledge of Your Customer and Target Customer
 - 5.10.2. Experience Management with External Teams
 - 5.10.3. Resources, Time and Follow-Up
 - 5.10.4. Evangelization from the Management/Executive Team

Module 6. Shopping Experience

- 6.1. Shopping Experience
 - 6.1.1. Shopping Experience
 - 6.1.2. Generation of Experiences as a Way of Differentiation
 - 6.1.3. Keys to Understand the Shopping Experience
- 6.2. The Buying Process and Sales Cycle
 - 6.2.1. Consumer Psychology in Purchase Decision Making
 - 6.2.2. The Sales Cycle Keys to Optimize the Sales Process
 - 6.2.3. The Market and Buying Patterns
- 6.3. Excellence in Customer Service and After-Sales Service
 - 6.3.1. Customer Service and After-Sales Service
 - 6.3.2. Omnichannel Customer Service
 - 6.3.3. Effective Customer Communication Techniques
 - 6.3.4. Influence of Store Personnel on the Shopping Experience
- 6.4. Personalization of the User Experience
 - 6.4.1. Personalization of the User Experience Relevance
 - 6.4.2. Influence of Personalization on Purchase Decision Making
 - 6.4.3. Personalization in Physical Customer Service
- 6.5. Customer Experience Design in the Physical Store
 - 6.5.1. Store Layout Design to Improve Customer Experience
 - 6.5.2. Use of the Senses to Generate Positive Emotions in the Consumer
 - 6.5.3. Strategies to Improve the Physical Store Experience
- 6.6. In-Store Technology
 - 6.6.1. Interactive Displays in Physical Stores
 - 6.6.2. Geotargeting: Use of Beacons to Personalize the Shopping Experience
 - 6.6.3. Data Analysis to Improve the Shopping Experience

- 6.7. Emotional Marketing in the Shopping Experience
 - 6.7.1. Emotions in Purchase Decision Making Influence
 - 6.7.2. Emotional Marketing Strategy Design
 - 6.7.3. Use of Storytelling in the Shopping Experience
- 6.8. Sensory Marketing in the Shopping Experience
 - 6.8.1. Sensory Marketing Relevance
 - 6.8.2. Sensory Marketing Techniques
 - 6.8.2.1. The Senses, Generators of Positive Consumer Emotions
 - 6.8.3. Trends in Sensory Marketing Future
- 6.9. Shopping Experience Evaluation
 - 6.9.1. Metrics
 - 6.9.2. Collection of Customer Feedback
 - 6.9.3. Actions and Techniques for Evaluation of the Physical Store Experience
- 6.10. Creating a Memorable Shopping Experience
 - 6.10.1. Creating a Memorable Shopping Experience
 - 6.10.2. Retail Trends
 - 6.10.3. Accessible Shopping Experience

Module 7. Digital Platforms Experience

- 7.1. Digital Channels
 - 7.1.1. Industrial Internet of Things (IoT) and its Role in Digital Channels
 - 7.1.2. Digital Channel Types
 - 7.1.3. Choosing the Right Digital Channels for Your Business
- 7.2. Web Channel
 - 7.2.1. User Experience Analysis in the Web Channel
 - 7.2.2. Search Engine Optimization (SEO)
 - 7.2.3. Liquid Web Design: Adaptation to Mobile Devices
- 7.3. Mobile Applications and Social Networks
 - 7.3.1. Mobile Application Types
 - 7.3.2. Essential App Functions Implementation
 - 7.3.3. Impact of Social Media on Customer Experience
 - 7.3.3.1. Improving Customer Interaction and Satisfaction

- 7.4. Chatbots
 - 7.4.1. Chatbots Types
 - 7.4.1.1. Rules-Based Chatbots
 - 7.4.1.2. Artificial Intelligence-Based Chatbots
 - 7.4.1.3. Hybrid Chatbots
 - 7.4.2. Integration of Chatbots into Digital Channels to Improve Customer Service and Efficiency
 - 7.4.3. Chatbot Design for an Intuitive and Effective User Experience
- 7.5. Voice Technology
 - 7.5.1. The Voice Technology Case Uses
 - 7.5.2. Virtual Assistants to Improve Customer Experience
 - 7.5.3. Voice Technology in the Customer Experience Trends and Future
- 7.6. Customer Experience in Digital Channels
 - 7.6.1. Customer Experience in Digital Channels
 - 7.6.2. Web Design as a Driver for Improving User Experience
 - 7.6.3. Efficiency as Part of the Experience
- 7.7. Design for Channels
 - 7.7.1. Omnichannel Design
 - 7.7.2. Design Management to Enhance the Experience across Channels
 - 7.7.3. Design Systems: Atomic Design and Design System
- 7.8. Working with Channels
 - 7.8.1. Content Marketing
 - 7.8.1.1. Creation of Valuable and Relevant Content for the Customer in Digital Channels
 - 7.8.2. Optimization of Digital Channels to Improve Positioning in Search Results
 - 7.8.3. Use of Influencers and Celebrities to Provide an Emotionally Connected Customer Experience
- 7.9. Personalization
 - 7.9.1. Omnichannel Personalization Personalized User Experience
 - 7.9.2. Artificial Intelligence
 - 7.9.2.1. Clustering and Hyperpersonalization
 - 7.9.3. Personalization to Create Relevant and Attractive Offers and Promotions for Each Customer

- 7.10. Omnichannel and Frictionless
 - 7.10.1. The Frictionless Concept and the Impact on Customer Experience
 - 7.10.2. Customer Friction Identification and Management

Module 8. Employee Experience

- 8.1. Employee Experience (EX) The Importance of a Solid System
 - 8.1.1. Employee Experience as a Lever to Drive CX
 - 8.1.2. Developmental Phases
 - 8.1.3. Advantages of a Robust EX System
 - 8.1.4. The BANI Context Current Trends for an EX System
- 8.2. Corporate Culture, the Basis of the Employee Experience System
 - 8.2.1. Corporate Culture
 - 8.2.2. Employee Experience Enabler Roles
 - 8.2.3. Types of Organizations and Cultures
 - 8.2.4. Roles and Responsibilities of Key EX Stakeholders
- 8.3. The Role of a Human Resources Department with a Customer-Centric Vision
 - 8.3.1. The Role of HR Department as a Facilitator of EX
 - 8.3.2. Strategic Elements to Boost EX
 - 8.3.3. Internal Diagram of a Customer-Centric Culture
 - 8.3.4. Practical Applications
- 8.4. Employee Listening Systems I: Base Ecosystem for EX
 - 8.4.1. The 360° Employee Listening System
 - 8.4.2. Employee Listening Map
 - 8.4.3. Proactive Listening Tools
 - 8.4.4. Mechanisms for Continuous Monitoring of the EX
 - 8.4.5. Practical Applications
- 8.5. Employee Listening Systems II: Key Indicators in EX
 - 8.5.1. Sources of Employee Data Application of Results
 - 8.5.2. EX Monitoring and Measurement Indicators
 - 8.5.3. Do and Don't in the Establishment of CX Indicators Linked to Employees
- 8.6. Employee Experience I Tools: Customer and Employee Experience Ecosystem Mapping
 - 8.6.1. Linking the Customer Journey with the Organization's Internal Processes Purpose
 - 8.6.2. Building a CX Ecosystem and Employee Ecosystem Map
 - 8.6.3. Practical Applications
- 8.7. Employee Experience Tools II: Employee Archetype
 - 8.7.1. The Employee Archetype
 - 8.7.2. Building an Employee Archetype
 - 8.7.3. Use of Employee Archetypes
 - 8.7.4. Practical Applications
- 8.8. Employee Experience Tools III: Employee Journey
 - 8.8.1. The Employee Journey
 - 8.8.2. Building an Employee Journey
 - 8.8.3. Use of Employee Journey
 - 8.8.4. Practical Applications
- 8.9. Responsible for the Establishment, Maintenance and Development of a Good Employee Experience
 - 8.9.1. Roles and Responsibilities of the EX
 - 8.9.2. Impact of Social Changes and Trends on the Employee Experience
 - 8.9.3. Continuous Employee and Market Listening for Competitive Advantage
 - 8.9.4. Case Study
- 8.10. Keys to an Employee-Centric Culture
 - 8.10.1. Importance of an Employee Experience System
 - 8.10.2. Benefits of an EX System for Exponential Improvement of CX
 - 8.10.3. Five Keys to Avoid Failure in the Implementation of an Employee-Centric System

Module 9. Technology and Advanced Tools for Customer Experience Customer Department Platform

- 9.1. Technology as an Enabler of Customer Experience
 - 9.1.1. Keys to a Technology-Supported CX System
 - 9.1.2. Technology Linked to CX
 - 9.1.3. Technology at the Service of People
 - 9.1.4. Practical Applications
- 9.2. Initial Technology Diagnosis to Enhance Customer Experience
 - 9.2.1. Conducting a Diagnosis in Innovation and Technology
 - 9.2.2. Types of Companies According to Their Technological Maturity
 - 9.2.3. Phases for Effective Technology Implementation
- 9.3. Customer Information Gathering Systems
 - 9.3.1. Customer Feedback as the Basis for Actionable CX
 - 9.3.2. Sources of Direct Information Gathering
 - 9.3.3. Sources of Indirect Information Gathering
 - 9.3.4. Innovative Sources of Customer Acquisition
 - 9.3.5. Practical Applications
- 9.4. Customer Information Collection and Storage Systems: Customer Relationship Management (CRM)
 - 9.4.1. The CRM Relevance
 - 9.4.2. Practical Applications of CRM in a Company
 - 9.4.3. Integrations as an Essential Element to Nurture and Optimize CRM Usage
 - 9.4.4. Key Elements for the Establishment and Maintenance of CRM Information
- 9.5. Customer Insights and Analysis Systems
 - 9.5.1. 360° Customer Vision
 - 9.5.2. Differences between CRM and CEM
 - 9.5.3. Keys for the Establishment of a System Useful CEM
 - 9.5.4. Practical Applications
- 9.6. Systems to Feed Customer Profiles
 - 9.6.1. Managing CRM Information to Increase Customer Knowledge
 - 9.6.2. Platforms that Facilitate a Holistic View of Customers
 - 9.6.3. Practical Applications

- 9.7. Systems to Drive and Personalize the Customer Experience: CDP
 - 9.7.1. Customer Data Platform (CDP)
 - 9.7.2. CDP to Improve CX
 - 9.7.3. Customer Intelligence Platform (CIP), a Step beyond CDP
- 9.8. Market Research Systems
 - 9.8.1. The Importance of Involving the Current and Potential Customer
 - 9.8.2. CX Research to Integrate the Customer into Our Strategic Decisions
 - 9.8.3. Platforms for Tracking Market Insights and Trends
 - 9.8.4. Practical Applications
- 9.9. GDPR, Secure Framework for Customer Data Processing
 - 9.9.1. GDPR Who Does It Apply to?
 - 9.9.2. Key Elements for GDPR Compliance
 - 9.9.3. Non-Compliance with GDPR Consequences
- 9.10. The Technological Ecosystem to Enhance the CX Strategy
 - 9.10.1. Importance of Robust Technology for Excellent CX
 - 9.10.2. CX System Integration Diagram
 - 9.10.3. Keys to Ensure that Technology Does Not Turn against CX

Module 10. Innovation and Trends in Customer Experience

- 10.1. Innovation and Customer Experience Link
 - 10.1.1. Innovation within the Framework of CX
 - 10.1.2. Objectives of Customer Experience Innovation
 - 10.1.3. Innovation in the Development of Customer Interactions
- 10.2. Customer Experience Management in the Era of Digital Transformation
 - 10.2.1. Intelligent Experience Engine Relevance
 - 10.2.2. Search for Hyper-Personalized Experiences
 - 10.2.3. Experience Management in an Omnichannel Environment
- 10.3. Innovation in the Management of a Customer-Centric Company
 - 10.3.1. The Innovation Model from the Customer to the Company
 - 10.3.2. Key Profiles for the Development of an Innovation Model
 - 10.3.3. Open Innovation Models

- 10.4. Methodologies to Accelerate the Effective Innovation Process
 - 10.4.1. Routines that Generate Innovation and Creativity
 - 10.4.2. Lean Start Up Method for Bringing the Customer to the Innovation Table
 - 10.4.3. Kanban Board to Gain in Innovation and Efficiency in Your Day to Day Life
 - 10.4.4. Scrum Methodology Practical Applications
 - 10.4.5. Adoption of Continuous Innovation Generation Tools Benefits
- 10.5. Tools for the Development of Innovative Customer-Centric Business Models
 - 10.5.1. Business Model Canvas How to "Challenge" Your Business Model with this Tool
 - 10.5.2. Value Proposition Canvas and Customer Journey Match
 - 10.5.3. Empathy Map Beyond Tangible Customer Interactions
 - 10.5.4. Case Study
- 10.6. Neuromarketing and Customer Experience How to Put Yourself in the Customer's Shoes
 - 10.6.1. Neuromarketing and Innovation Optimization
 - 10.6.2. Real-World Applications of Neuromarketing in CX
 - 10.6.3. Customer Insights Guide to Enhance CX with Neuromarketing
 - 10.6.4. Case Study
- 10.7. Innovation in CX I: Artificial Intelligence, Online Virtual Reality and Facial Recognition Systems and Biometrics in CX
 - 10.7.1. Artificial Intelligence (AI) for Process Optimization and Omnichannel Management
 - 10.7.2. Virtual Reality (VR) and Augmented Reality (AR) to Bring Your Customer Experience to any Location
 - 10.7.3. Facial Recognition and Biometric Systems as Mitigators of Moments of Pain with the Client
 - 10.7.4. Case Study
- 10.8. Innovation in CX II: Machine Learning, IoT and Omnichannel Management Platforms
 - 10.8.1. Machine Learning (ML) for Data Processing
 - 10.8.2. Internet of Things (IoT) for Improved Customer Experience and Insight
 - 10.8.3. Omnichannel Management Platforms for a Holistic View of the Customer
 - 10.8.4. Case Study
- 10.9. Technoethics: Technology at the Service of the Human Being and Not Vice Versa
 - 10.9.1. Protection of Neuro-Rights or Intellectual Property (IP) Rights
 - 10.9.2. Ethics in Artificial Intelligence (AI)
 - 10.9.3. Customer Hyperconnection and Use of Customer Data
 - 10.9.4. The Technological Challenge
- 10.10. Establishment of an Innovation System in a Customer-Centric Company Importance
 - 10.10.1. Keys to a Customer-Oriented Innovation Process
 - 10.10.2. Benefits of a Company with Continuous Innovation Systems
 - 10.10.3. Innovation at the Service of People for an Optimal Customer Experience



You will be able to create customer journey maps and service design to maximize the positive impact of every interaction”

07

Clinical Internship

Once the online theoretical period has been passed, this university program provides an Internship Program in a renowned institution. In this way, graduates will be supervised by a specialist tutor, who will help them throughout the process and ensure that they enjoy highly effective learning.





“

Do your internship with industry professionals who will provide you with the latest trends in Customer Experience”

The Internship Program of this Customer Experience program consists of a 3-week internship in a recognized entity, from Monday to Friday, with 8 consecutive hours of practical training with an assistant specialist. This experience will allow graduates to enter a professional environment, alongside a team of professionals who will help them to significantly enhance their skills.

Through an eminently practical approach, the activities that are part of this academic proposal are aimed at developing and perfecting the skills necessary to provide Customer Experience services. This will enable students to incorporate into their daily practice the most innovative techniques for optimizing the customer experience.

In short, this is an ideal opportunity for graduates to develop professionally in first-class facilities. In addition, they will be supported by a team of Customer Experience experts. These professionals will help students to use the most cutting-edge tools to personalize the customer experience and increase brand loyalty.

The practical part will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other training partners that facilitate teamwork and multidisciplinary integration as transversal competencies for the practice of Customer Experience (learning to be and learning to relate).



The procedures described below will be the basis of the practical part of the program, and their implementation will be subject to the center’s own availability and workload, the proposed activities being the following:

| Module | Practical Activity |
|--|---|
| Customer-Focused Business Model | Conduct surveys and interviews to understand customer needs, expectations and perceptions |
| | Use data analysis tools to examine patterns of customer behavior and preferences |
| | Create customer journey maps to identify touch points and areas of improvement in the user experience |
| | Design content and promotions tailored to the preferences of each customer segment |
| Shopping Experience | Plan the layout of the space to facilitate navigation and make products easily accessible |
| | Implement loyalty programs that offer exclusive benefits to regular customers, encouraging their return |
| | Develop mobile apps that optimize navigation, payment and interaction with the brand |
| | Organize in-store events, such as product demonstrations, to engage customers and create an in-store community around the brand |
| Digital Platforms | Develop relevant and engaging content that resonates with the audience |
| | Implement tools that encourage user interaction, such as surveys or discussion forums |
| | Manage the social networks associated with the platform, interacting with consumers and responding to their queries |
| | Provide support to customers via live chat or emails, ensuring that queries are dealt with promptly |
| Organizational Culture | Establish initiatives that promote the physical and mental health of employees, such as yoga classes |
| | Offer flexible work options to improve work-life balance and personal life balance |
| | Implement recognition systems that celebrate the contributions of employees, such as contributions of employees |
| | Foster a culture of open communication, where staff feel comfortable expressing their ideas |



Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this entity commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the Internship Program period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.



General Conditions of the Internship Program

The general terms and conditions of the internship agreement for the program are as follows:

1. TUTOR: During the Hybrid Executive Master's Degree, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

2. DURATION: The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

3. ABSENCE: If the students does not show up on the start date of the Hybrid Executive Master's Degree, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

4. CERTIFICATION: Professionals who pass the Hybrid Executive Master's Degree will receive a certificate accrediting their stay at the center.

5. EMPLOYMENT RELATIONSHIP: the Hybrid Executive Master's Degree shall not constitute an employment relationship of any kind.

6. PRIOR EDUCATION: Some centers may require a certificate of prior education for the Hybrid Executive Master's Degree. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

7. DOES NOT INCLUDE: The Hybrid Executive Master's Degree will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed.

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

08

Where Can I Do the Internship?

This Hybrid Executive Master's Degree includes a practical internship in a prestigious entity, where students will apply everything they have learned about Customer Experience. In this sense, to bring this university program to more experts, TECH offers students the opportunity to study in different entities around the country. In this way, this institution strengthens its commitment to quality and affordable education for all.




“

You will complete an Internship Program in a reference entity, where you will put into practice everything you have learned in Customer Experience”

tech 44 | Where Can I Do the Internship?



The student will be able to complete the practical part of this Hybrid Executive Master's Degree at the following centers:



School of Business

Klinik PM

| | |
|---------|----------|
| Country | City |
| Spain | Alicante |

Address: Calle Montesinos 7, Alicante 03016

The largest referral clinic in pain treatment and conservative traumatology

Related internship programs:

- Diagnosis in Physiotherapy
- Sports Physiotherapy





“

Boost your career path with holistic teaching, allowing you to advance both theoretically and practically”

09

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.



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.

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10 Certificate

The Hybrid Executive Master's Degree in Customer Experience guarantees students, in addition to the most rigorous and up-to-date education, access to a Hybrid Executive Master's Degree issued by TECH Global University.



“

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

This private qualification will allow you to obtain an **Hybrid Executive Master's Degree in Customer Experience** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program

Title: **Hybrid Executive Master's Degree in Customer Experience**

Modality: **Hybrid (Online + Internship)**

Duration: **12 months**

Accreditation: **60 + 4 ECTS**



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



Hybrid Executive Master's Degree

Customer Experience

Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Global University

Accreditation: 60 + 4 ECTS

Hybrid Executive Master's Degree

Customer Experience