

Internship Program

Customer Experience



tech global
university

Internship Program
Customer Experience

Index

01

Introduction

p. 4

02

Why Study an Internship Program?

p. 6

03

Objectives

p. 8

04

Educational Plan

p. 10

05

Where Can I Do the Internship Program?

p. 12

06

General Conditions

p. 14

07

Certificate

p. 16

01 Introduction

In an increasingly competitive business environment, customer experience has emerged as a crucial factor in the success of organizations. Organizations that understand and optimize the customer experience not only achieve greater satisfaction and loyalty, but also gain a significant advantage in the marketplace. That's why professionals must manage the most innovative strategies to create memorable interactions with their customers. With the aim of facilitating this task, TECH creates this program, where during 3 weeks graduates will be integrated into a team specialized in Customer Experience to get up to date on the latest developments and technologies available, therefore being able to bring them to their own daily practice in an efficient way.

“

*Thanks to this Internship Program,
you will create exceptional
experiences to increase both
customer satisfaction and loyalty”*





Customer experience has become a key element for the sustainability and growth of organizations. With the rise of digital platforms and global interconnectedness, consumers have access to a variety of choices and therefore become more demanding in terms of the quality of the interactions they have with brands. For this reason, experts need to design the most cutting-edge strategies to enhance the customer experience and therefore increase their brand loyalty.

In this context, TECH presents a revolutionary Internship Program, which consists of a 120-hour on-site stay in a reference entity in Customer Experience. Therefore, during 3 weeks, graduates will be part of a team of top-level specialists, with whom they will actively work on the projects they are carrying out. Thanks to this, graduates will acquire skills that will allow them to optimize their daily practice and raise their professional horizons to a higher level.

It should be noted that, throughout this practical stay, students will have the support of an assistant tutor, who will ensure that all the requirements for which this Internship Program has been designed are met. In addition, this expert will help graduates to consolidate their mastery of the most complex concepts and tasks. As a result, upon completion of the course, graduates will have all the resources required to meet the challenges in the Customer Experience field.

02

Why Study an Internship Program?

More and more companies are recognizing the importance of a positive customer experience to differentiate themselves in a competitive marketplace, which has led to a growing demand for professionals with Customer Experience skills. To make the most of these opportunities, professionals must stay abreast of the latest strategies and tools to manage the user experience effectively. With this idea in mind, TECH has designed a unique and disruptive academic product in the current pedagogical landscape, which will allow specialists to delve into a reference institution for 3 weeks to delve into the latest innovations in this field.



You will apply emerging technologies such as Artificial Intelligence and automation to improve customer interaction”

1. Updating from the latest technology available

New technologies are significantly transforming the way companies manage the customer experience. For example, chatbots and virtual assistants offer immediate attention to customers, therefore improving operational efficiency. For this reason, and with the aim of bringing specialists closer to this technology, TECH presents this Internship Program with which professionals will enter a cutting-edge institution, accessing the latest technology in the field of Customer Experience.

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

During their practical on-site stay, students will join a work team made up of experts in Customer Experience. These experts will provide graduates with all the knowledge they need to make a quality leap in their professional careers. In addition, a specifically appointed tutor will guide them at all times and ensure that the objectives for which this Internship Program has been designed are met.

3. Entering first-class professional environments

For the development of this itinerary, TECH has carefully selected the institutions where students will carry out this Internship Program in Customer Experience. Thanks to this, graduates will enjoy an intensive stay in prestigious centers where they can fully immerse themselves in the reality of a booming profession that offers multiple opportunities.



4. Putting the acquired knowledge into daily practice from the very first moment

The educational market abounds in academic programs that are limited to the mere transmission of theoretical content. In addition, these require long hours of teaching, difficult to combine with the professional work of students. In contrast, TECH offers an Internship Program where, for 3 weeks, students will join a reference institution in Customer Experience to delve into the latest innovations in this field.

5. Expanding the boundaries of knowledge

With the aim of expanding the professional careers of graduates, TECH has reached agreements with prestigious international companies so that students can carry out their Internship Program in first class facilities. Therefore, students will have the opportunity to carry out their practical stay in a personalized way and without geographical limits.



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

03 Objectives

Through this intensive Internship Program, graduates will have a holistic understanding of the most innovative strategies in customer experience management. In this sense, professionals will handle the most cutting-edge tools to analyze user data. In this way, students will have a deeper understanding of consumer needs and behaviors. As a result, students will generate innovative ideas that will improve the customer experience and respond to changing customer needs.



General 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





Specific Objectives

- ◆ 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



You will be able to interpret data on customer behavior and satisfaction, using the most sophisticated analytical tools”

04 Educational Plan

The Internship Program of this Customer Experience program consists of a 3-week practical internship in a recognized entity, from Monday to Friday, with 8 consecutive hours of internship program with an assistant specialist. During this stay, students will perform their tasks in a real work scenario, with the help of an experienced team of professionals in this field.

In this Internship Program proposal, the activities are aimed at developing and perfecting the skills necessary for the provision of Customer Experience services that require a high level of qualification, and are oriented towards specific specialization for the exercise of the activity.

Undoubtedly, students have an ideal opportunity to delve into the latest trends in this field, in a scenario that has specialists who will guide them and guide their development towards new digital advances.

The practical education 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

05 Where Can I Do the Internship Program?

In its maxim of offering quality education within the reach of most people, TECH has decided to broaden the academic horizons so that this program can be provided in various centers around the country. Undoubtedly, a unique opportunity that allows professionals to continue to grow their career alongside the best specialists in the sector in various reference entities.




You will carry out your practical stay in a prestigious institution in the field of Customer Experience”





The student will be able to do this program 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



Make the most of this opportunity to surround yourself with expert professionals and learn from their work methodology"

06 General Conditions

Civil Liability Insurance

This institution's main concern is to guarantee the safety of the students 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 Internship Program, 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 Internship Program, 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 Internship Program will receive a certificate accrediting their stay at the center.

5. EMPLOYMENT RELATIONSHIP: The Internship Program shall not constitute an employment relationship of any kind.

6. PRIOR EDUCATION: Some centers may require a certificate of prior education for the Internship Program. 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 Internship Program 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.

07 Certificate

This private qualification will allow you to obtain an **Internship Program's diploma 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: **Internship Program in Customer Experience**

Duration: **3 weeks**

Attendance: **Monday to Friday, 8-hour consecutive shifts**

Accreditation: **4 ECTS**



future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present quality
development languages
virtual classroom



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