

# Postgraduate Certificate Advanced Technology and Tools for Customer Experience



## Postgraduate Certificate Advanced Technology and Tools for Customer Experience

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University graduates, diploma and degree holders who have previously completed any of the degrees in the field of Social and Legal Sciences, Administration and Business Administration

Website: [www.techtute.com/us/school-of-business/postgraduate-certificate/advanced-technology-tools-customer-experience](http://www.techtute.com/us/school-of-business/postgraduate-certificate/advanced-technology-tools-customer-experience)

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# 01 Welcome

Nowadays, the use of new technologies in Customer Experience processes is essential to improve user satisfaction and business efficiency. Artificial Intelligence, sentiment analysis, personalization, omnichannel and marketing automation are just a few examples of tools that can significantly improve the user experience. Therefore, this TECH university program is a valuable investment for any professional interested in perfecting the customer experience in their organization. With an innovative pedagogical methodology, such as Relearning and a 100% online format, this program offers flexibility for students to organize their academic resources at their own pace, making it an ideal option for those seeking to enhance their professional career while continuing to work.



Postgraduate Certificate in Advanced Technology and Tools for Customer Experience.  
TECH Global University



“

*By enrolling in this Postgraduate Certificate you will be accessing a differential training that will make you stand out in any Customer Experience process”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Global University



### Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**+500**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*



### Analysis

---

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



### Economy of Scale

---

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects.

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Global University community.

*We give you the opportunity to study with a team of world-renowned teachers.*

# 04 Objectives

This Postgraduate Certificate aims to provide professionals with the necessary skills to improve the customer experience using advanced technology and techniques. Students will learn how to handle tools such as chatbots, delving into sentiment analysis, personalization, omnichannel and automation processes to improve efficiency and user satisfaction. In this way, specialists will be prepared to apply these tools in their organization and differentiate themselves from the competition in a constantly evolving market.





“

*With TECH you will be able to enhance your professional career and achieve the goals you have set for yourself, all thanks to a rigorous and updated training in the most advanced technologies"*

**TECH makes the goals of their students their own goals too.  
Working together to achieve them.**

The Postgraduate Certificate in Advanced Technology and Tools for Customer Experience will qualify the student to:

01

Fundamentals of emerging trends in the marketplace and how they affect buying behavior

02

Define the fundamentals for implementing a CX project

03

Design an effective, multi-role, decision-oriented customer satisfaction governance model







04

Identify the best customer experience KPI based on the nature of the company

05

Use emotional marketing and storytelling to create a memorable shopping experience

06

Analyze the impact of technology on the shopping experience and how to use it to improve customer interaction in the physical store

# 05

## Structure and Content

The Postgraduate Certificate in Advanced Technology and Tools for Customer Experience has been designed to meet the needs of professionals specialized in this sector. This program is 100% online, which gives students the flexibility to study anytime, anywhere. In addition, the program lasts six weeks and offers a unique and motivating learning experience that provides the necessary skills to excel in the Customer Experience field. In addition, the Relearning pedagogical methodology allows students to organize academic resources in a flexible manner, adapting to their schedules and work responsibilities, thus ensuring an optimal assimilation of the contents.



“

*Master customer information capture systems thanks to this Postgraduate Certificate and develop user experiences that will lead your company to success"*

## Syllabus

The objective of the Postgraduate Certificate in Advanced Technology and Tools for Customer Experience is to improve analytical skills and effective decision making in the field of Customer Experience using the most advanced technological tools in the industry.

During six weeks, fundamental topics will be covered, such as systems for capturing user information, CRM, analysis and obtaining customer insights, systems to feed Customer Profiles or the Customer Data Platform (CPD). The curriculum seeks to train leaders capable of leading high-performance teams in the digital sector, acquiring skills in decision-making and project management from a strategic, technological and innovative perspective.

The program adapts to the academic needs of each student by offering didactic materials in various multimedia and textual formats, which guarantees a personalized and efficient learning experience.

Leadership and teamwork are encouraged to develop skills from a strategic and technological perspective.

In summary, the Postgraduate Certificate in Employee Experience seeks to update and expand the competencies of professionals in the digital sector with an innovative perspective and solid academic training. Students will be able to develop management skills and acquire practical knowledge to apply in their work environment, giving them an advantage in the competitive Digital Marketing market.

This Postgraduate Certificate takes place over 6 weeks and is divided into 1 module:

### Module 1.

Advanced Technology and Tools for Customer Experience.  
Customer Department Platform (CDP)



### Where, When and How is it Taught?

TECH offers the possibility of developing this Executive Postgraduate Certificate in Advanced Technology and Tools for Customer Experience completely online. Over the course of 6 weeks, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*



**Module 1.** Technology and advanced tools for *Customer Experience*. *Customer Department Platform (CDP)*

**1.1. Technology as an enabler of customer experience**

- 1.1.1. Keys to a technology-supported CX system
- 1.1.2. Technology linked to CX
- 1.1.3. Technology at the service of people
- 1.1.4. Practical Application

**1.2. Initial technology diagnosis to enhance customer experience**

- 1.2.1. Conducting a diagnosis in innovation and technology
- 1.2.2. Types of companies according to their technological maturity
- 1.2.3. Phases for effective technology implementation

**1.3. Customer information gathering systems**

- 1.3.1. Customer feedback as the basis for actionable CX
- 1.3.2. Sources of direct information gathering
- 1.3.3. Sources of indirect information gathering
- 1.3.4. Innovative sources of customer acquisition
- 1.3.5. Practical Application

**1.4. Customer information collection and storage systems, CRM**

- 1.4.1. The CRM Relevance
- 1.4.2. Practical applications of CRM in a company
- 1.4.3. Integrations as an essential element to nurture and optimize CRM usage
- 1.4.4. Key elements for the establishment and maintenance of CRM information

**1.5. Customer Insights and Analysis Systems**

- 1.5.1. 360° customer vision
- 1.5.2. Differences between CRM and CEM
- 1.5.3. Keys for the establishment of a useful EMF System
- 1.5.4. Practical Application

**1.6. Systems to feed Customer Profiles**

- 1.6.1. Managing CRM information to increase customer knowledge
- 1.6.2. Platforms that facilitate a holistic view of customers
- 1.6.3. Practical Application

**1.7. Systems to drive and personalize the customer experience, CDP**

- 1.7.1. Customer Data Platform (CDP)
- 1.7.2. CDP to improve CX
- 1.7.3. Customer Intelligence Platform (CIP), a step beyond CDP

**1.8. Market research systems**

- 1.8.1. The importance of involving the current and potential customer
- 1.8.2. CX Research to integrate the customer into our strategic decisions
- 1.8.3. Platforms for tracking market insights and trends
- 1.8.4. Practical Application

**1.9. GDPR, secure framework for customer data processing**

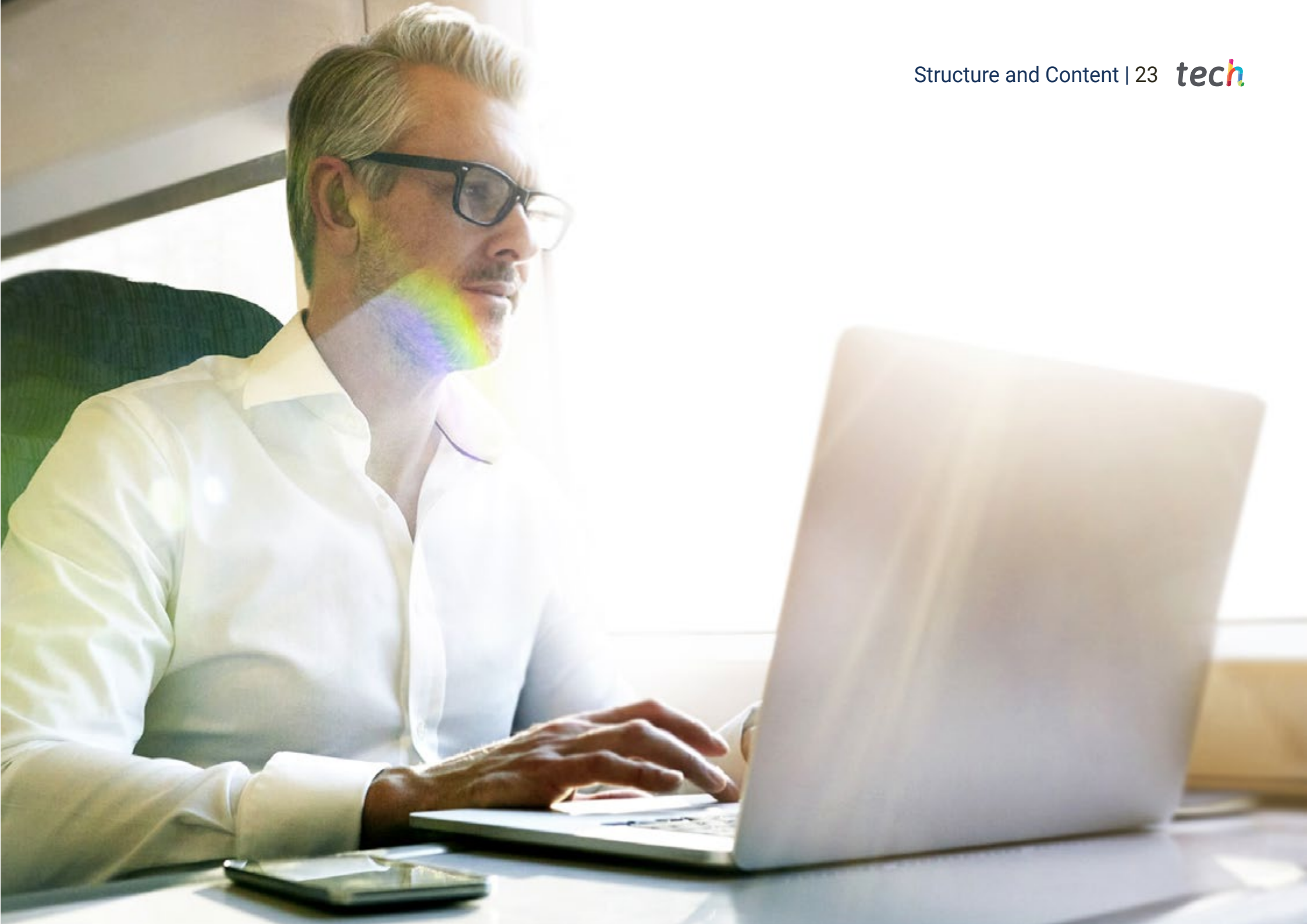
- 1.9.1. GDPR Who does it apply to?
- 1.9.2. Key elements of GDPR compliance
- 1.9.3. GDPR non-compliance. Consequences

**1.10. The technological ecosystem to enhance the CX strategy**

- 1.10.1. Importance of robust technology for excellent CX
- 1.10.2. Diagrams to Management Systems Integration
- 1.10.3. Keys to ensure that technology does not turn against CX



*You will develop a broad understanding of the systems to power Customer Profiles, delving into the platforms to power and personalize the customer experience”*



# 06

# 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.*



## 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.

*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*



## 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.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

# Our Students' Profiles

The Postgraduate Certificate is aimed at Graduates, Diplomas and University Graduates who have previously completed any of the following programs in the fields of Social and Legal Sciences, Administration and Economics.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

The Postgraduate Certificate can also be taken by professionals who, being university graduates in any area, have two years of work experience in the field of Digital Marketing.







“

*You will have the opportunity to network professionally with people from around the world who share your interests, which could result in future business opportunities and relationships with potential customers or distributors"*

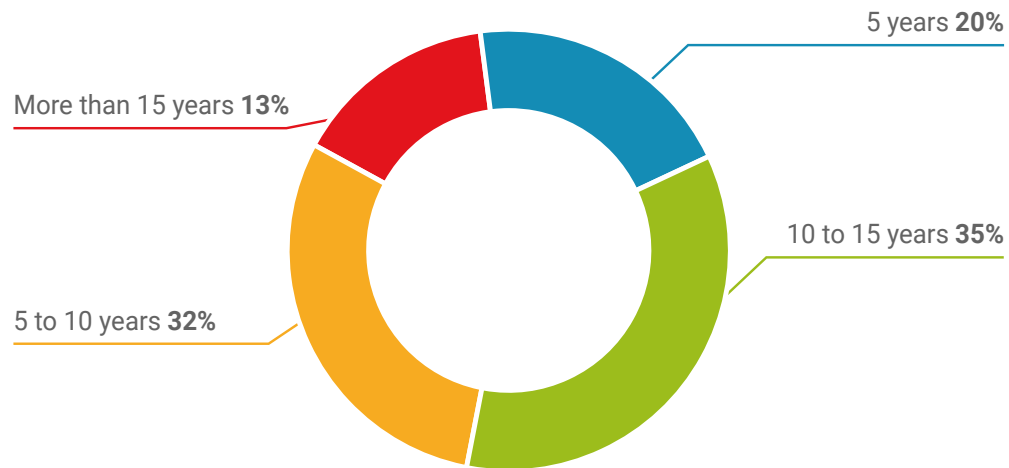
### Average Age

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Between **35** and **45** years old

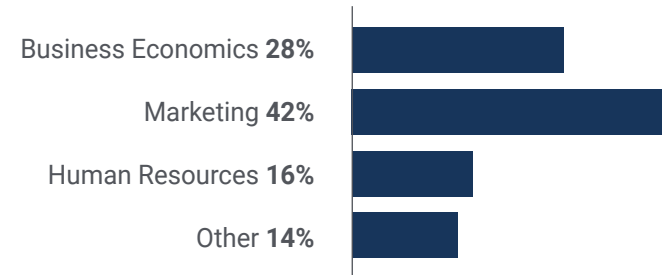
### Years of Experience

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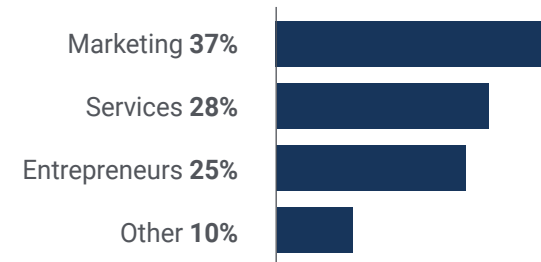
### Training

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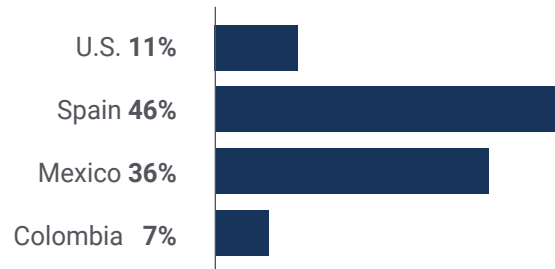
### Educational Profile

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## Geographical Distribution

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## Cristina González Atias

Customer Experience Analyst

*"This Postgraduate Certificate was an incredibly valuable experience for my career. The professors are true experts in the field and the pedagogical methodology of Relearning allowed me to immediately apply the knowledge acquired. The flexibility of the online Postgraduate Certificate made it possible for me to complete it without interrupting my day job. I recommend it without hesitation"*

08

# Course Management

This university program has a teaching staff made up of professionals with extensive experience in the field of Technology and Digital Marketing. The professors have a solid academic background and an outstanding track record in top-level companies, which allows them to provide a complete and updated vision of the market. In addition, the teaching staff is highly prepared to guide students in their learning process and provide rigorous and practical instruction.





“

*This teaching team is highly prepared to offer students a complete and up-to-date education in Customer Service"*



## 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 on and off-line marketing campaigns at ÚbicaBelow
- ♦ Executive creative director creating and developing promotional and relational marketing campaigns for on and off-line clients at Sidecar SGM
- ♦ Online creative manager and executive creative at MC Comunicación
- ♦ Digital Marketing teacher at the College of Journalists of Catalonia
- ♦ Lecturer of Digital Marketing and Communication Strategies in the Engineering Degree at BES La Salle
- ♦ Digital Marketing teacher at EUNCET
- ♦ Postgraduate in Relationship Marketing by ICEMD
- ♦ Degree in Advertising and Public Relations from the University of Seville

## Professors

### Mr. Rueda Salvador, Daniel

- ♦ Customer Intelligence Director at Iberostar Group
- ♦ Digital Project Manager at Grupo Iberostar
- ♦ Innovation and Guest Experience Analyst
- ♦ Foreign Trade and Investment Advisor
- ♦ Reception and Customer Service Agent
- ♦ Master's Degree in International Business Management (ICEX) by Centro of Economic and Business 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



09

# Impact on Your Career

Pursuing this program can have a significant impact on the careers of industry specialists. This program offers specialized training in the implementation of strategies and technological tools during the design and follow-up of the Customer Experience. This allows professionals to stand out in their field and increase their ability to improve user satisfaction and loyalty. In addition, online learning allows students to adapt their studies to their schedules and work responsibilities, which facilitates the incorporation of new skills and knowledge to their daily work.





“

*This Postgraduate Certificate can be the ideal choice to obtain specialized and exclusive knowledge about the latest technologies applied to Customer Experience"*

### Are you ready to take the leap? Excellent professional development awaits you

TECH's Postgraduate Certificate in Advanced Technology and Tools for Customer Experience is an intensive program that prepares you to face challenges and business decisions in the field of Customer Service. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

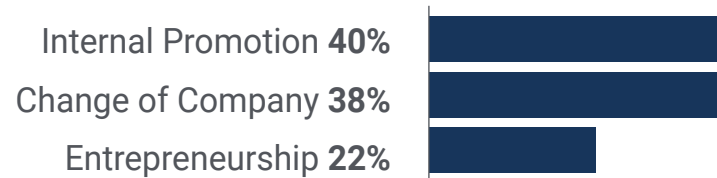
*Having this qualification on your résumé will give you access to a substantial salary improvement, according to the prestige of your professional quality.*

*If you want to advance your career within your company or have plans to start your own project, this program is the ideal option to achieve success in either of these two options.*

#### Time of Change



#### Type of Change





## Salary Increase

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This program represents a salary increase of more than **27%** for our students.



10

# Benefits for Your Company

Having a professional who has completed the Postgraduate Certificate program in Advanced Technology and Tools for Customer Experience can be highly beneficial for organizations. This type of specialist is highly trained to implement strategies and tools to improve customer satisfaction and loyalty, which can lead to an increase in sales and an improvement in the company's reputation. In addition, specialized training in advanced technology and tools allows for greater efficiency and effectiveness in daily work, which can have a positive impact on the company's productivity and profitability.



“

*By developing your skills and knowledge with this program, you will be able to drive the growth of the company you work for in a safe and meaningful way"*

Developing and retaining talent in companies is the best long-term investment.

01

### **Growth of talent and intellectual capital**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

---

02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

---

04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

---

06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.



11

# Certificate

The Postgraduate Certificate in Advanced Technology and Tools for Customer Experience guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



“

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

This program will allow you to obtain your **Postgraduate Certificate in Advanced Technology and Tools for 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** title 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: **Postgraduate Certificate in Advanced Technology and Tools for Customer Experience**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



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



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