Postgraduate Certificate
Customer Experience Analytics

tech technological university

tech *technological university*

Postgraduate Certificate
Customer Experience
Analytics

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**
- » Target Group: **university Graduates who have previously completed any of the degrees in the fields of Social and Legal Sciences, Administrative and Business Sciences**

Website: **www.techtitute.com/pk/school-of-business/postgraduate-certificate/customer-experience-analytics**

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01
Welcome

Customer Experience Analytics is essential for companies due to increased competition in the market and the growing importance of customer satisfaction. This situation highlights the need to understand and improve the User Experience as an essential factor to achieve business success. Therefore, through the collection, analysis and use of customer experience data, companies can improve their financial performance, increase retention and build customer loyalty. This university program provides the necessary tools for students to acquire skills in data analysis and informed business decision making. The flexibility of the Relearning pedagogical methodology allows students to organize educational resources in a way that adapts to their needs and schedules, which facilitates their online learning.

Postgraduate Certificate in Customer Experience Analytics.
TECH Technological University

Become the User Experience Designer you want thanks to the knowledge you will acquire with this Postgraduate Certificate"

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 Technological 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 | **+200**

executives prepared each year | 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* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.

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 ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

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 Technological University community.

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

Objectives

Upon completion of this Postgraduate Certificate, the professional will acquire a set of specialized knowledge and skills in Customer Experience management and strategic decision making. In addition, the program seeks to provide students with an in-depth understanding of the importance of user satisfaction in the company's financial performance. In this way, the specialist will master the key aspects to improve the user's experience at every point of contact with the company and in this way increase retention and loyalty. In short, students will be prepared to face today's Customer Experience challenges and improve business performance in this area.

The more ambitious your goals, the more you will be able to get out of the 150 hours of diverse and multidisciplinary content included in this program"

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

The **Postgraduate Certificate in Customer Experience Analytics** will enable students to:

01 Analyze case studies of companies that have successfully adapted their marketing strategies and shopping experiences based on their VOC methodology results

02 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

03 Establish work methodologies that streamline and encourage creativity and continuous improvement

04 Define the fundamentals for implementing a CX project

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

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

Structure and Content

The focus of the Postgraduate Certificate in Customer Experience Analytics is to adapt to the needs of professionals in this field, which is why it is taught online. Students will have the opportunity to customize their learning experience during the six-week program, as they have the freedom to choose when and where to study. The program's flexible and affordable approach allows specialists to adapt their educational resources to their schedules and work commitments.

The 150 hours of diverse content in this program will be hosted on a cutting-edge Virtual Campus that you will be able to access from any device with an Internet connection"

Syllabus

The main objective of the Postgraduate Certificate in Customer Experience Analytics is to improve analytical skills and efficient decision making in the field of Customer Experience, delving into the identification of customer needs.

During the six weeks of the program, management skills such as the key elements for a balanced scorecard, the NPS, the CSAT, complementary KPI's or Online Reputation, among other relevant topics, are worked on.

The syllabus seeks to train leaders capable of leading high-performance teams in the digital sector and to acquire decision-making and project management skills from a strategic, technological and innovative perspective. And to this end, the learning experience is tailored to the needs of each student by offering the learning materials in a variety of multimedia and textual formats.

In addition, the program's flexible format allows students to organize their educational resources according to their schedules and work responsibilities. Similarly, the Relearning pedagogical methodology is used to foster meaningful and lasting learning.

This Postgraduate Certificate is developed over 6 week and is divided into 1 module:

Module 1   Customer Experience Analytics

Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Customer Experience Analytics completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

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

Module 1. Customer Experience Analytics

1.1. Data Quality and Activation. Key Elements for a Balanced Scorecard
1.1.1. Data Capture
1.1.1.1. What, When and How to Collect Customer Feedback
1.1.2. Data Analysis
1.1.2.1.Requirements to Maintain a System Interpretable by the Different Layers of the Organization over Time
1.1.3. Decision Making
1.1.3.1.1.Interpretation and Action

1.2. NPS, Customer Loyalty
1.2.1. NPS: What Does It Calculate and How
1.2.2. Use of NPS as a Reference KPI Pros and Cons
1.2.3. Examples and Sectorial References

1.3. CSAT Customer Satisfaction
1.3.1. CSAT: What Does It Calculate and How
1.3.2. Use of CSAT as a Reference KPI Pros and Cons
1.3.3. Examples and Sectorial References

1.4. Complementary KPIs
1.4.1. CES: Customer Satisfaction with the Degree of Difficulty of a Given Action
1.4.2. CLV: Customer Lifetime Value
1.4.3. Attrition and Retention Rates
1.4.4. Sector Specifics

1.5. Online Reputation. Importance of Internet Semantic Data
1.5.1. Active Listening on the Internet: Brand Reputation Analysis on Social Media, Comparison Sites and Your Website
1.5.2. Response Strategy: Interaction as a Tool for Brand Reputation Management
1.5.3. Platforms for Listening and Management

1.6. Contact Center. The Telephone, a Powerful Lever for Taking the Customer's Pulse
1.6.1. Illustration of the CX Role in the Development of an Innovation Product
1.6.2. Essential Steps
1.6.3. Common Errors

1.7. Keys to Achieving a Holistic View of Customer Feedback
1.7.1. Selection of Your Optimal KPIs
1.7.2. Optimization of the Timing of the Journey for Feedback Collection
1.7.3. Identification of Customer Experience by Customer Profile Typology

1.8. Technological Architecture Key Aspects
1.8.1. Security/Safety
1.8.2. Privacy
1.8.3. Integrity
1.8.4. Scales
1.8.5. Real Time

1.9. The Control Panel
1.9.1. Roles
1.9.1.1. Who Interacts, Purpose and Frequency
1.9.2. Data Visualization:
1.9.2.1. Platforms
1.9.3. Assessment of the Implications of Integrations

1.10. Customer Experience from Different Starting Points: The Path to Excellence
1.10.1. Degree of Knowledge of Your Customer and Target Customer
1.10.2. Experience Management with External Teams
1.10.3. Resources, Time and Follow-Up
1.10.4. Evangelization from the Management/Executive Team

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

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.

10%

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.

8%

3%

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.

30%

15%

4%

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.

Our Students' Profiles

The Postgraduate Certificate is aimed at University Graduates who have previously completed any of the following degrees in the field 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 may also be taken by professionals who, being university graduates in any area, have two years of work experience in the field of Digital Marketing.
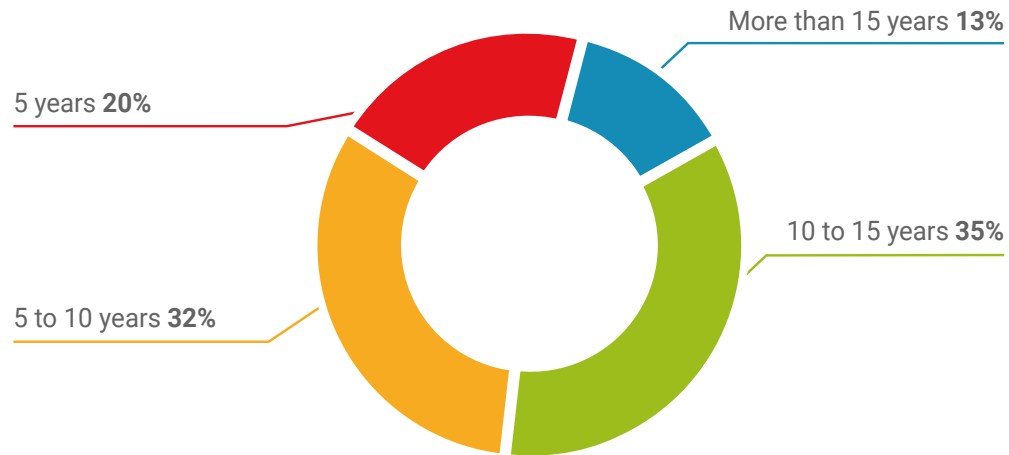
Take a leap in your professional career and specialize in an innovative sector that is the order of the day in the largest companies in the world"

Average Age

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

Years of Experience

More than 15 years **13%**

5 years **20%**

5 to 10 years **32%**

10 to 15 years **35%**

Training

Business Economics **28%**

Marketing **42%**

Human Resources **16%**

Other **14%**

Educational Profile

Marketing **37%**

Services **28%**

Entrepreneurs **25%**

Other **10%**
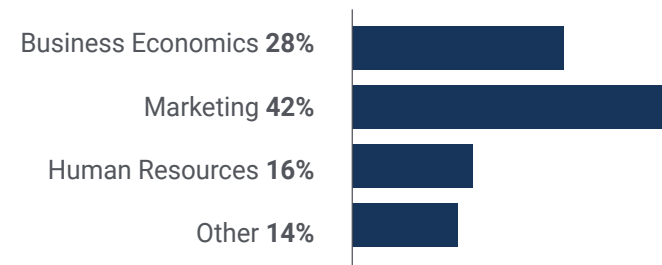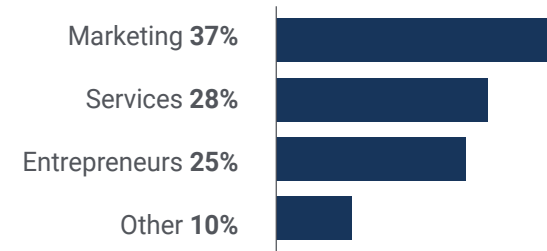
Geographical Distribution

USA **11%**

Spain **46%**

Mexico **36%**

Colombia **7%**
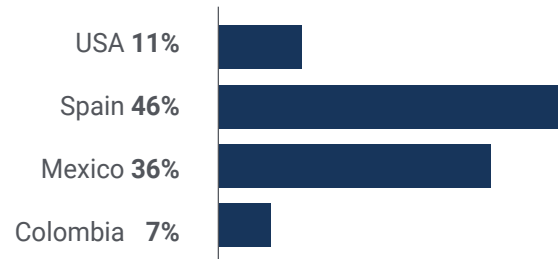
Irene Martín Montaña

Customer Experience Manager

"The Postgraduate Certificate in Customer Experience Analytics has been an exceptionally valuable experience for me. Thanks to the knowledge and skills I have acquired, I now have a deep understanding of how to measure and improve the customer experience in my company. The teachers have been very professional and experienced, and their practical perspective has been invaluable to my professional development"

Course Management

The teaching team of the Postgraduate Certificate in Customer Experience Analytics is made up of active professionals with a proven track record in the field of User Experience. The teachers are specialists in data analysis, improvement strategies and informed business decision making. In addition, by being active in the industry, professionals can offer students a practical and up-to-date perspective on the Customer Experience and how it is currently developing.

The Customer Experience experts included in this program will be available to answer any questions you may have during the course of the program"

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. 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

In addition to its up-to-date contents and its flexible and 100% online methodology, this qualification is taught by experts of great prestige in this professional area"

09
Impact on Your Career

This Postgraduate Certificate can have a great impact on the career of a professional specialized in Digital Marketing. This is because this program provides practical skills and knowledge that are highly valued in today's market. In this way, graduates can apply what they have learned in their daily work and improve the User Experience of their customers. In addition, the flexibility of the online program allows students to adapt their studies to their work and personal schedules, making it easier for them to continue working while improving their skills and knowledge. This ensures greater job satisfaction and better career opportunities in the future.

If you feel that your career needs a qualitative leap, this Postgraduate Certificate is a unique opportunity to achieve it"

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

TECH's Postgraduate Certificate in Customer Experience Analytics is an intensive program that prepares you to face challenges and business decisions in the field of Digital Marketing. 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.

Boost your career by orienting it with TECH towards Customer Experience.

The knowledge acquired will be your greatest asset to guarantee action in cases of non-existent Customer Experience in companies.

Time of Change

During the program	During the first year	After 2 years
11%	**63%**	**26%**

Type of Change

Internal Promotion **40%**

Change of Company **38%**

Entrepreneurship **22%**
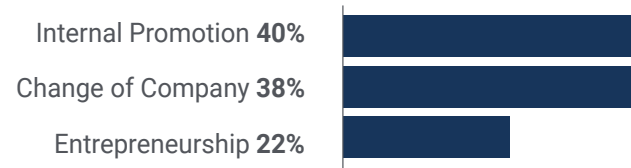
Salary Increase

The completion of this program represents a salary increase of more than **27%** for our students.

Salary before	A salary increase of	Salary after
$21,500	**27%**	**$27,500**

10
Benefits for Your Company

The program that the Postgraduate Certificate in Customer Experience Analytics provides to its graduates will enable them to bring multiple benefits to the companies that hire them. These professionals have the ability to analyze, interpret and apply data to improve the customer's User Experience. By using data-driven practices, companies can make informed decisions, improve customer satisfaction and increase retention. In addition, by having a Customer Experience Analytics specialist, the company can enhance its reputation and stand out from the competition, which can result in sustainable and profitable growth.

The very high degree of specialization in Customer Experience that you will obtain with this program will make you an indispensable asset in your company, as well as one that is in high demand in today's job market"

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 Customer Experience Analytics guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.

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

This **Postgraduate Certificate in Customer Experience Analytics** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Customer Experience Analytics**

Official Nº of Hours: **150 h.**

tech technological university

Awards the following
CERTIFICATE
to
Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE
in

Customer Experience Analytics

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

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