

# Postgraduate Certificate Customer Experience Research





## Postgraduate Certificate Customer Experience Research

- » 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.techtitute.com/us/school-of-business/postgraduate-certificate/customer-experience-research](http://www.techtitute.com/us/school-of-business/postgraduate-certificate/customer-experience-research)

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# 01 Welcome

Customer Experience Research (CX) has become a fundamental tool for companies to understand the needs and expectations of their customers, and thus improve the quality of their products and services. Thanks to this procedure, companies can identify users' pain points and design solutions that allow them to offer a satisfactory experience, build user loyalty and increase profitability. Therefore, this program is a unique opportunity for those who wish to specialize in this area and acquire the necessary skills to develop CX Research. The degree has a 100% online format and uses the Relearning pedagogical methodology, which encourages collaborative learning and interaction among students.



Postgraduate Certificate in Customer Experience Research.  
TECH Global University



“

*Become a specialist with this Postgraduate Certificate in Customer Experience Research and offer the best specialized advice”*

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:



### 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.



### 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"*

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 university program will allow you to acquire the necessary skills and knowledge to carry out Customer Experience Research effectively. Over the course of six weeks, the student will learn how to design and conduct surveys, interviews and other types of research in order to obtain information about the Customer Experience. In addition, you will be able to analyze the data obtained and use it to develop strategies to improve user satisfaction, loyalty and, consequently, the company's profitability.



“

*Delve into the Blue Print and determine global service-customer relationship maps thanks to this TECH Postgraduate Certificate"*

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

The Postgraduate Certificate in Customer Experience Research will train the student to:

01

Define the fundamentals for implementing a CX project

02

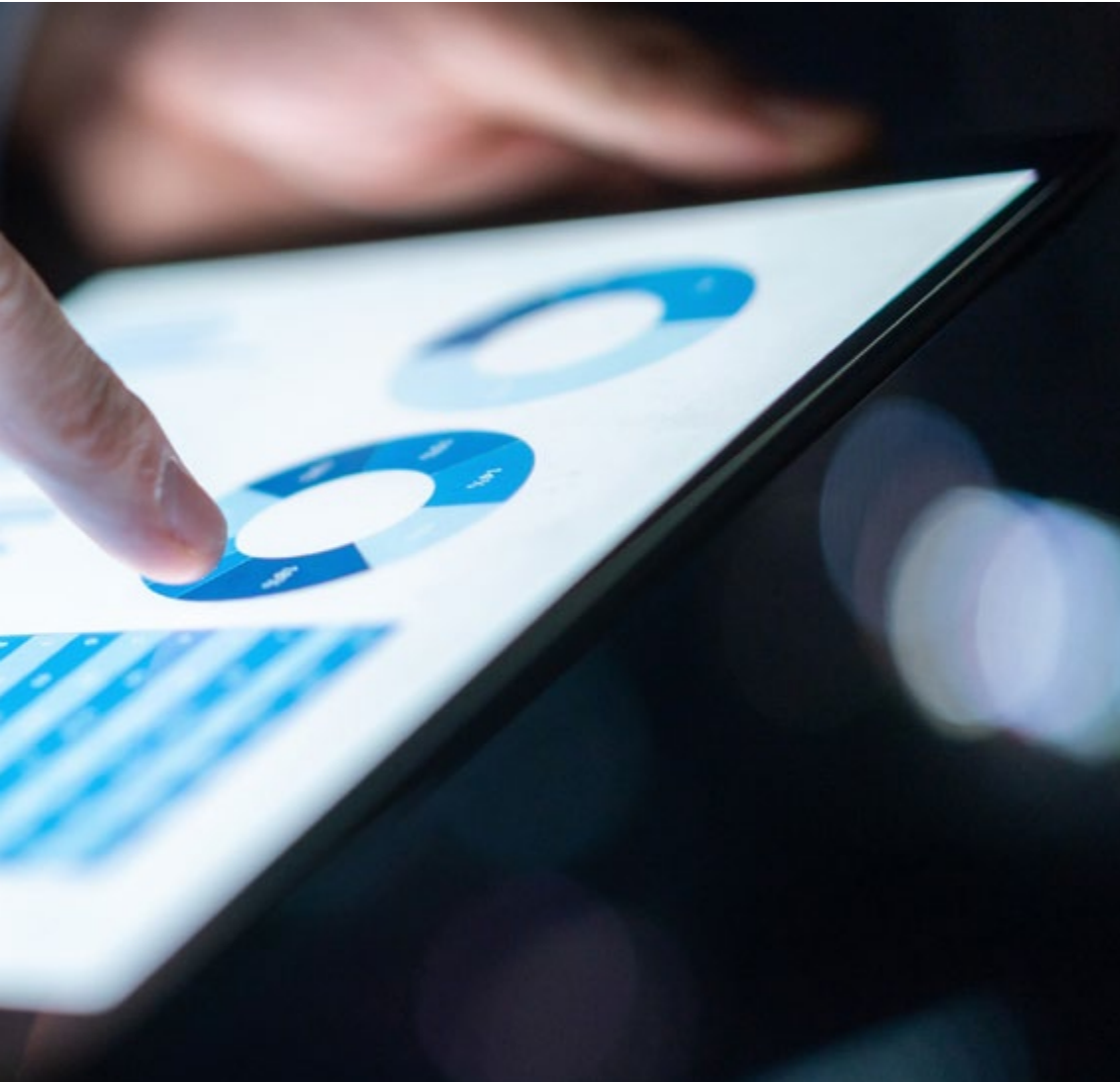
Design an effective, multi-role, decision-oriented customer satisfaction governance model

03

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







04

Using emotional marketing and storytelling to create a memorable shopping experience

05

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

06

Establish work methodologies that streamline and encourage creativity and continuous improvement

05

# Structure and Content

The approach of the Postgraduate Certificate in Customer Experience Research is adapted to the needs of Digital Marketing professionals, so it is taught in online mode. This means that students can choose the time and place of study, offering stimulating and unique learning throughout the six-week program. The structure of the degree program is flexible and affordable, allowing specialists to adapt academic resources to their schedules and work obligations. In this way, students can acquire the skills and knowledge necessary to improve the User Experience and excel in the field of CX without compromising their work and personal life.



“

*Conduct innovative research that will make a difference in the Customer Experience”*

## Syllabus

The main objective of the Postgraduate Certificate in Customer Experience Research is to improve analytical skills and efficient decision making in the field of Customer Experience, deepening the orientation of organizations towards this business vision.

During the six weeks of the program, key managerial competencies such as Omnichannel, Blue Print, CX improvement techniques, customer archetypes and the Customer Journey in CX are worked on. The curriculum seeks to train leaders capable of leading high-performance teams in the digital sector and acquire skills in decision-making and project management from a strategic, technological and innovative perspective.

The learning experience in the Postgraduate Certificate in Customer Experience Research is adapted to the needs of each student by offering the didactic materials in various multimedia and textual formats. In addition, the flexible format of the degree program allows students to organize their academic resources according to their schedules and work responsibilities.

The Relearning pedagogical methodology is used to promote meaningful and lasting learning. In short, this university program provides a personalized and efficient study to train professionals capable of leading teams and making strategic decisions in the field of Customer Experience.

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

### Module 1.

Customer Science: Customer Experience Research



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

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

**Module 1. Customer Science: Customer Experience Research**

**1.1. Customer Experience Principles and Value**

- 1.1.1. Differences between CX and UX
- 1.1.2. Customer Experience as a company strategy
- 1.1.3. CX transformation: A step further in organizational culture

**1.2. Key factor in CX: Lan Omnichannel**

- 1.2.1. Omnichannel. Omnichannel CX
- 1.2.2. Omnichannel User Experience. Key points
- 1.2.3. Determining omnichannel maturity

**1.3. Global Service-Customer Relationship Map: BLUE PRINT**

- 1.3.1. Blue Print. Uses
- 1.3.2. Benefits of Blue Print in CX
- 1.3.3. Design of a Blue Print

**1.4. Process for Evolving a company's CX. Research**

- 1.4.1. Research in terms of CX
- 1.4.2. Scope of study
  - 1.4.2.1. Customer life cycle
  - 1.4.2.2. Stages
  - 1.4.2.3. Object of research
- 1.4.3. CX improvement work techniques. Practical Exercises
- 1.4.4. Research with limited resources
- 1.4.5. Research OPS

**1.5. Knowledge of the Potential Customer. Archetypal characters**

- 1.5.1. Customer knowledge as the basis for experience design
- 1.5.2. Jung's 12 archetypes
- 1.5.3. Character Design

**1.6. Customer Journey at CX**

- 1.6.1. Customer Journey. Uses
- 1.6.2. Customer Journey. Benefits
- 1.6.3. Design of a Customer Journey: Key Aspects

**1.7. Quantitative Techniques in CX**

- 1.7.1. Quantitative Techniques. Scope of Application
- 1.7.2. Types of Quantitative Techniques: Utility and Measurement Indicators
  - 1.7.2.1. Surveys
  - 1.7.2.2. User Test
  - 1.7.2.3. Test A-B
  - 1.7.2.4. Integration of metrics in processes
  - 1.7.2.5. Card-sorting
  - 1.7.2.6. Tree-test
  - 1.7.2.7. Eye-tracking

**1.8. Qualitative techniques in CX**

- 1.8.1. Qualitative Techniques. Scope of Application
- 1.8.2. Types of qualitative techniques: Utility and Measurement Indicators
  - 1.8.2.1. Heuristic Evaluation
  - 1.8.2.2. Benchmark
  - 1.8.2.3. User Test
  - 1.8.2.4. Personal interviews
  - 1.8.2.5. Focus Group
  - 1.8.2.6. Shadowing // Mystery
  - 1.8.2.7. Journal studies

**1.9. CX Usage Methodologies**

- 1.9.1. Work methodologies
- 1.9.2. Design Thinking. Practical application in CX
- 1.9.3. Lean UX. Practical application in CX
- 1.9.4. Agile. Practical application in CX

**1.10. Accessibility as part of the CX**

- 1.10.1. Accessibility as part of CX
- 1.10.2. Web Accessibility Levels. Legal Aspects
- 1.10.3. Accessible Sites, Products and Services



“

*With this Postgraduate Certificate you will deepen, among other things, in the Methodologies of Use in CX as the Design Thinking or Lean UX"*

# 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 method of skills and knowledge development. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a way of learning 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 students 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 balances 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 prepare 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 balance each of these elements concentrically. With this methodology, we have prepared 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 adapted in 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 skills in each thematic field. 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 assess and re-assess 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 University Graduates, Graduates and Graduates who have previously completed any of the following degrees in the field of Social and Legal Sciences, Administrative and Economic Sciences.

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.







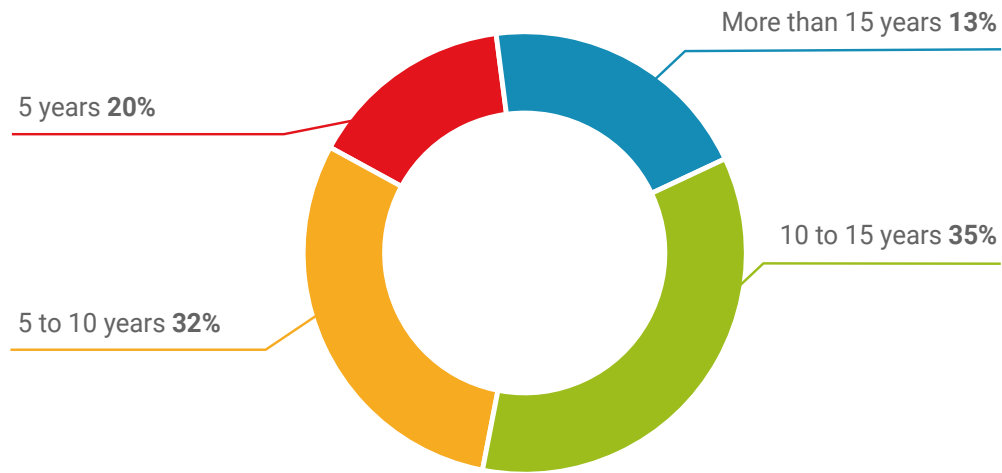
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*Increase your skills and conduct qualitative and quantitative User Experience research on the world's most prestigious companies"*

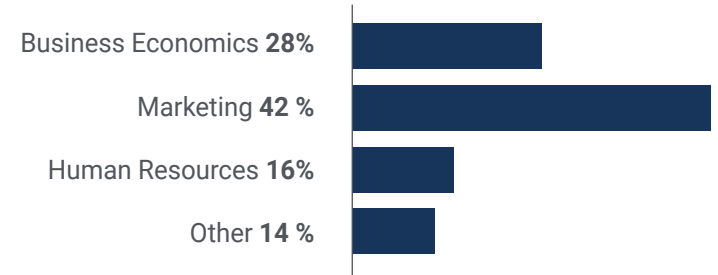
### Average Age

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

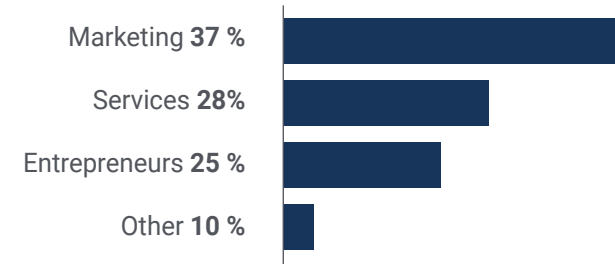
### Years of Experience



### Training

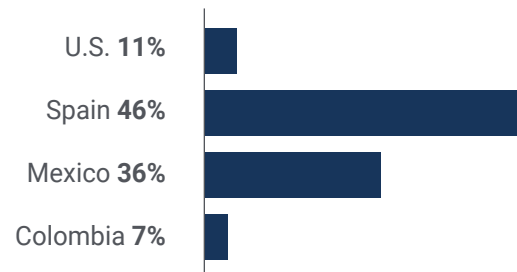


### Academic Profile



## Geographical Distribution

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## Tamara Machín Esparza

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Customer Experience Data Analyst

*"The Postgraduate Certificate in Customer Experience Research has been an enriching experience for my career as a digital marketing professional. Thanks to the knowledge acquired in the program, I have been able to better understand customer needs and expectations, which has allowed me to implement more effective strategies and improve the user experience. In addition, the online and flexible format of the program has allowed me to combine my academic training with my work and personal responsibilities"*

08

# Course Management

This university program has a highly qualified teaching team in the field of Customer Experience Research. All specialists have extensive industry experience and are actively involved in the industry, enabling them to provide students with up-to-date training aligned with the latest CX trends and practices. In addition, they will provide students with a thorough and practical understanding of the importance of CX in today's business environment, as well as provide them with tools and strategies to improve the User Experience. In addition, the extensive professional background of this teaching staff ensures a high quality education and a direct connection with the working world, which will allow students to apply what they have learned in their daily work.





“

*All you need for effective, quality learning is a highly regarded teaching team"*

## 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

### Ms. Luchena Guarner, Estefanía

- ◆ Senior Digital Consultant at AKTIOS
- ◆ Product Owner - Project Manager en Catsalut
- ◆ Product Owner at Banc Sabadell Digital Channels
- ◆ Senior Digital Consultant at Gammaux
- ◆ Graduate in Technical Expert in Graphic and Multimedia Design and Management Computing from ESERP-ESDAI University
- ◆ SCPO Official Certification Product Owner EIGP / SCPO - Scrum Certified & Product Owner
- ◆ Digital Talent Advanced Agile Project Management Program
- ◆ SoftObert / HTML5+CSS3 Certification - Responsive

“

*The leading professionals in the field have come together to offer you the most comprehensive knowledge in this field, so that you can develop with total guarantees of success"*

09

# Impact on Your Career

The Postgraduate Certificate in Customer Experience Research can be a great career booster for any professional interested in the Digital Marketing sector. The in-depth understanding of User Experience research and analysis processes you gain throughout the program, along with skills in strategic decision-making and managing high-performance teams, can be key to standing out in today's job market. In addition, the flexibility of the degree and the pedagogical methodology of Relearning allow for an efficient integration of study with daily work life, which increases accessibility and the possibility of applying what has been learned on the job.





“

*TECH adapts to the needs of Digital Marketing specialists to offer you the most updated keys on Customer Experience”*

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

TECH's Postgraduate Certificate in Customer Experience Research 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.

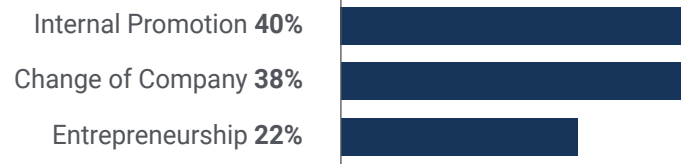
*Make your professional aspirations a reality with this university degree that is at the academic forefront.*

*Give your customers more assurance in the advice to implement an effective Customer Experience thanks to this program.*

### Time of Change



### Type of change



## Salary increase

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



10

# Benefits for Your Company

Having an expert who has completed the Postgraduate Certificate in Customer Experience Research can have a significant impact on companies, as they will be able to improve customer satisfaction and, consequently, their profitability. A CX professional can help companies better understand the needs and desires of their users, which will result in a better experience and, ultimately, higher retention and loyalty. In addition, these experts will be able to apply innovative techniques and methodologies to analyze CX data and help the company make strategic decisions based on hard data rather than assumptions.



“

*Become a Customer Experience Researcher and offer quality advice that leaves no one indifferent"*

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 Research 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 Customer Experience Research** 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 Customer Experience Research**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





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