

# Postgraduate Certificate Design and Implementation of a CX Project





## Postgraduate Certificate Design and Implementation of a CX Project

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » 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.techtute.com/us/school-of-business/postgraduate-certificate/design-implementation-cx-project](http://www.techtute.com/us/school-of-business/postgraduate-certificate/design-implementation-cx-project)

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# 01 Welcome

Competition in the market is increasingly intense and companies are seeking to differentiate themselves through the quality of their customer service. This is why the design and implementation of a CX project has become a priority for companies seeking to improve the user experience. This work involves an integral management of the Customer Experience, from the identification of needs to the evaluation of the service. It is important to stand out that a CX project not only focuses on improving customer satisfaction, but can also increase customer retention, loyalty and recommendation. Therefore, this 100% online university program is a key tool for those seeking to expand their knowledge in this field.



Postgraduate Certificate in Design and Implementation of a CX Project  
TECH Global University



“

*In only 6 weeks you will be enabled to design and implement Customer Experience based projects”*

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

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



### Academic Excellence

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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 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

The Postgraduate Certificate in Design and Implementation of a CX Project has as its main objective to provide students with the necessary skills and knowledge to design and implement effective Customer Experience strategies. At the end of the program, students will be able to identify customer needs and expectations, evaluate the quality of their service, and design customized solutions to improve the user experience at every point of contact with the company. In addition, professionals will enable them to measure the impact of these solutions on the company and on customer satisfaction.



“

*Specialize with TECH in the elaboration of CX Projects for the optimal management of all points of contact between the customer and the company"*

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

The **Postgraduate Certificate in Design and Implementation of a CX Project** will enable students to:

01

Establish work methodologies that streamline and encourage creativity and continuous improvement

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

This university program is designed to adapt to the needs of Digital Marketing professionals, and therefore is taught in online mode. Students have the freedom to choose when and where to study, providing them with a personalized learning experience during the six-week program. The flexible and affordable structure of the Postgraduate Certificate allows specialists to adapt their educational resources to their schedules and work commitments. In this way, they will be prepared to master the User Experience of any company and stand out in the CX field without having to sacrifice their work and personal life.



“

*Master the Customer Journey in a CX Project and develop innovative projects that leave no one indifferent”*

## Syllabus

The main objective of the Postgraduate Certificate in Design and Implementation of a CX Project is to improve analytical skills and efficient decision making in the field of Consumer Experience, delving into the identification of customer needs.

During the six weeks of the program, key managerial competencies such as project types, alignment of objectives and execution time, customer profile identification, the Product Business Case and the Service Business Case, 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 takes place over 6 weeks and is divided into 1 module:

### Module 1

Design and Implementation of a CX Project. Governance Model



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

TECH offers the possibility of developing this Postgraduate Certificate in Design and Implementation of a CX Project 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. Design and Implementation of a CX Project Governance Model**

<p><b>1.1. Definition of a Realistic Project Scope</b></p> <p>1.1.1. Types of Project          1.1.1.1. Problem Solving          1.1.1.2. Value proposition          1.1.1.3. Innovation</p> <p>1.1.2. Starting Point:          1.1.2.1. Data as a Tool to Identify Opportunities and Insights</p> <p>1.1.3. Alignment of Objectives, Participants and Execution Times. Role of Experts, Dynamizers          1.1.3.1. Business Needs Review          1.1.3.2. Identification of Internal and External Stakeholders          1.1.3.3. Customer Profile          1.1.3.4. Expected Output Definition</p>	<p><b>1.2. Identification of the Customer Profile in a CX Project</b></p> <p>1.2.1. Identification of the Desired Customer Profile as a Challenge</p> <p>1.2.2. Behavioral Profiling          1.2.2.1. Consumption and Purchasing Habits          1.2.2.2. Interaction with Communication Channels          1.2.2.3. Degree of Digitization          1.2.2.4. Sociodemographic Radiography</p> <p>1.2.3. Customer Communication and Data Processing</p>	<p><b>1.3. Customer Journey in a CX Project</b></p> <p>1.3.1. Analysis and Typification of Contact Points          1.3.1.1. Safari and Shadowing          1.3.1.2. Interviews          1.3.1.3. Workshops and Focus Groups</p> <p>1.3.2. Identification of Customer Needs by Audience Profile          1.3.2.1. Customer Satisfaction Points:          1.3.2.1.1. What Is Working Today? What Does the Customer Value          1.3.2.2. Customer Pain Points:          1.3.2.2.1. What Is Not Working Today, What Generates Frustration in the Customer?</p> <p>1.3.3. Definition of the Customer Journey for Each Customer Type          1.3.3.1. Identification of the Main Gain and Pain Points of Each Key Stage and the Contact Point through Which It Passes</p>	<p><b>1.4. Project Execution</b></p> <p>1.4.1. Project Execution Important Aspects          1.4.1.1. Alignment of the Customer's Vision with Business Objectives          1.4.1.2. Customer Journey Visualization: Setting a Starting Point for Aligning all Company Teams          1.4.1.3. Analysis of Economic Viability. Profitability          1.4.1.4. Involvement of Key People in the Relationship with the Client to Enter the Execution Phase</p> <p>1.4.2. Diagnosis and Resolution:          1.4.2.1. Diagnostic Presentation Formulas          1.4.2.1.1. Co-Creation Workshops          1.4.2.1.2. Benchmarking</p>
<p>1.4.2.2. Resolution          1.4.2.2.1. Task Identification          1.4.2.2.2. Assignment of Tasks by Profile</p> <p>1.4.3. Assessment          1.4.3.1. KPIs Definition          1.4.3.2. Data Collection          1.4.3.3. Valuation Period</p>	<p><b>1.5. Framework for Action in the CX Project</b></p> <p>1.5.1. Consolidation or Dismissal          1.5.2. Internal Evangelization          1.5.3. Tool Identification</p>	<p><b>1.6. Business Case Product New Product Launch</b></p> <p>1.6.1. Illustration of the CX Role in the Development of an Innovation Product          1.6.2. Phases in the Launching of a New Product          1.6.3. Common Errors</p>	<p><b>1.7. Business Case Service. CX as a Catalyst for Innovation</b></p> <p>1.7.1. Key Role of CX in Innovation Processes          1.7.2. Phases          1.7.3. Keys to Success</p>
<p><b>1.8. Business Case Service. Customer Satisfaction as a Lever for Continuous Improvement</b></p> <p>1.8.1. Customer Satisfaction Measurement across the Entire Customer Journey          1.8.2. Phases          1.8.3. Action-Oriented Routines</p>	<p><b>1.9. The Governance Model in a CX Project</b></p> <p>1.9.1. Roles          1.9.2. Date:          1.9.3. Iterative Action Plans</p>	<p><b>1.10. Successful Implementation of a CX Project. Keys</b></p> <p>1.10.1. Apprenticeships          1.10.2. References          1.10.3. Resources</p>	



*The didactic resources will facilitate your update on the Governance Model in a CX Project, delving into iterative action plans"*



06

# Course Management

The Postgraduate Certificate in Design and Implementation of a CX Project has a team of teachers highly enabled in the field of Customer Experience. All specialists have extensive industry experience and are in constant contact with the latest CX trends and practices. In this way, students will receive an up-to-date program focused on the current business environment, with tools and strategies that will enable them to improve the User Experience of large companies. The extensive professional background of the teachers guarantees 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.





A black and white photograph showing three people, two men and one woman, looking down at a screen. They appear to be in a collaborative work environment. The image is partially obscured by a dark blue diagonal shape on the right side of the page.

“

*Experts in Customer Experience endorse the design of this Postgraduate Certificate to offer you the most up-to-date content in the sector"*

## 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

### Ms. Camps, Núria

- ♦ Customer Experience Trainer
- ♦ Freelance consultant on Customer Experience, process improvement, implementation of technological tools and customer service
- ♦ Consultant and auditor of quality management systems at Quality Methode
- ♦ Master's Degree in Tourism Destination Marketing
- ♦ Postgraduate Certificate in Tourism by the University of Girona

07

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

*Discover Relearning, a system that abandons conventional linear learning to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization”*

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



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

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

**“** *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively 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.



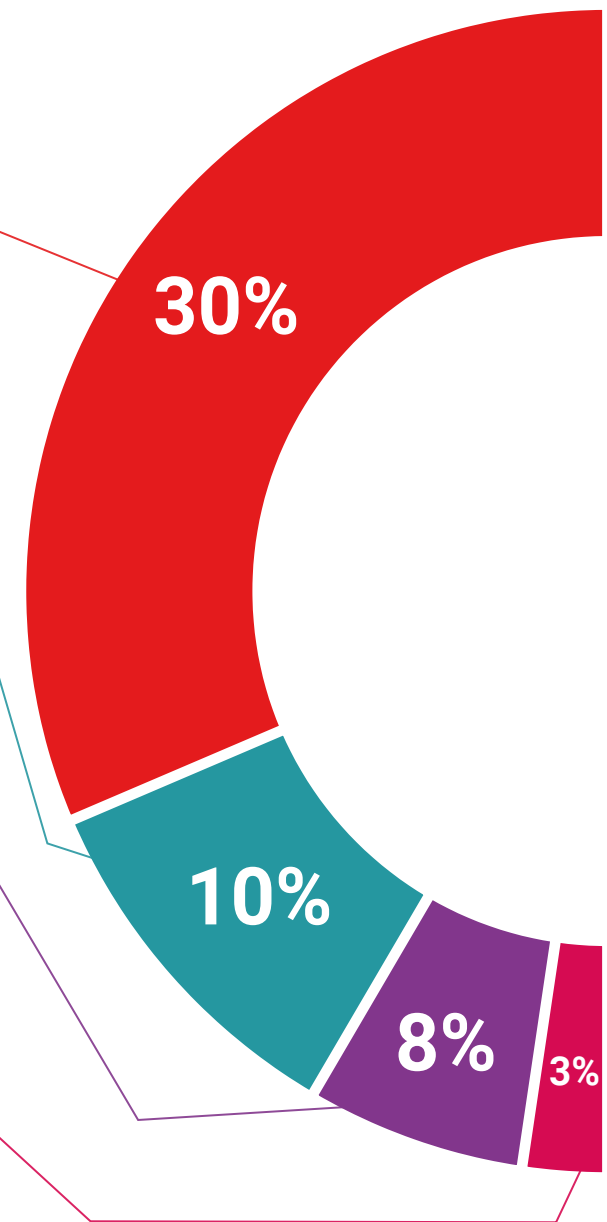
### Management Skills Exercises

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.



08

# 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.

The diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program.

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.





“

*Enhance your skills for the proper management of CX projects, addressing the framework for action and the identification of customer needs”*

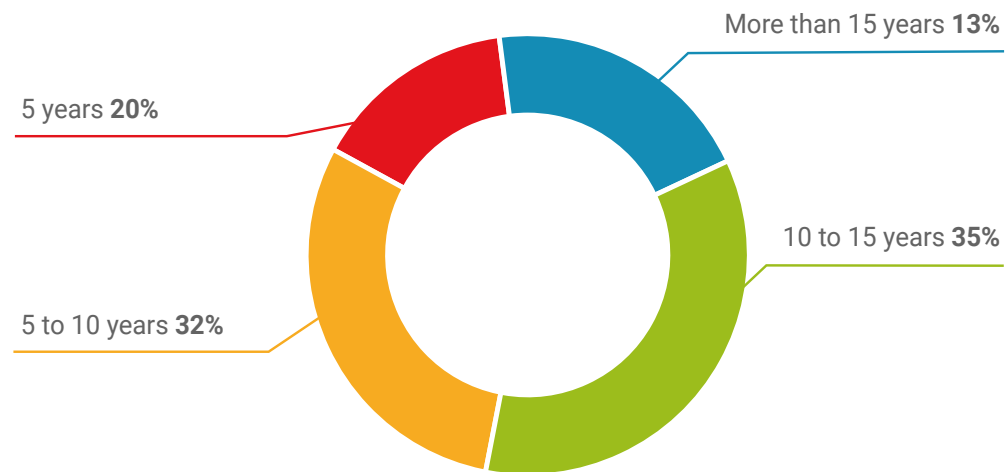
### Average Age

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

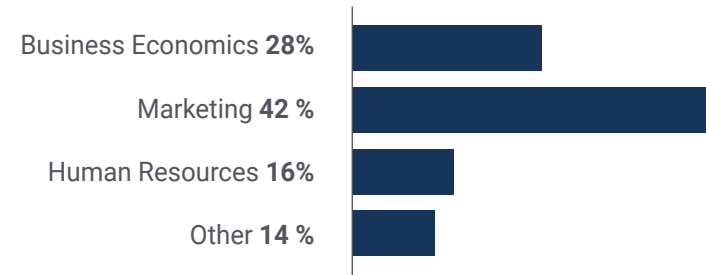
### Years of Experience

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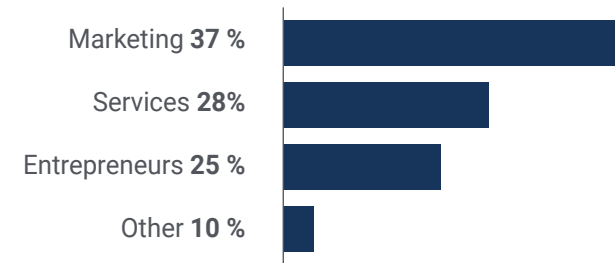
### Training

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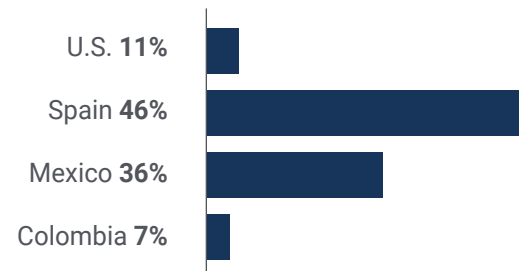
### Academic Profile

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## Geographical Distribution

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## Laura Rodríguez Afonso

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CX Project Manager

*"This Postgraduate Certificate provided me with practical skills to improve User Experience in the business environment. The highly skilled teachers and the flexibility of the program make it an excellent investment in my career"*

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.





“

*Show your clients your great potential as an expert advisor in the development and implementation of a CX project"*

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

TECH's Postgraduate Certificate in Design and Implementation of a CX Project is an intensive program that prepares you to face challenges and business decisions in the field of Digital Marketing. Its 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.

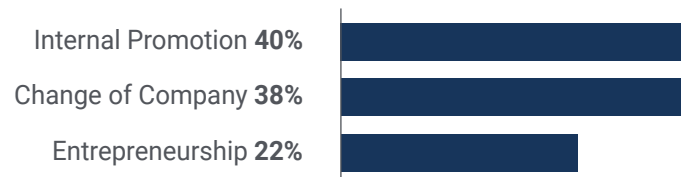
*Boost your career by orienting it with TECH towards Customer Experience.*

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

#### Time of Change



#### 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 a professional who has completed the Postgraduate Certificate in Design and Implementation of a CX Project can have a significant impact on companies. The knowledge and skills acquired will enable the professional to improve the User Experience of customers, which in turn can increase customer loyalty, enhance brand reputation and increase revenue. In addition, the professional will be able to apply tools and strategies to identify user needs and expectations, which can improve the quality of products and services offered by the company. All this can result in a competitive advantage for the company and an improvement in the efficiency and profitability of the organization.



“

*Mark a before and after in companies thanks to the knowledge acquired with this Postgraduate Certificate"*

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 Design and Implementation of a CX Project 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 Design and Implementation of a CX Project** 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 Design and Implementation of a CX Project**

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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