

# Postgraduate Certificate Employee Experience





## Postgraduate Certificate Employee Experience

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

Website: [www.techtitute.com/us/school-of-business/postgraduate-certificate/employee-experience](http://www.techtitute.com/us/school-of-business/postgraduate-certificate/employee-experience)

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# 01 Welcome

The Employee Experience has become a key factor in achieving excellence in user service. Companies have realized that the well-being of their employees and the quality of their work experience are directly reflected in customer satisfaction and loyalty. For this reason, more and more organizations are looking to develop strategies to improve their employees' customer service experience. That is why this TECH university program is essential for those professionals who wish to go deeper into the subject and apply it in their day-to-day work. Thanks to the program's 100% online format and the innovative Relearning pedagogical methodology, students have absolute flexibility to organize academic resources according to their needs and availability.



Postgraduate Certificate in Employee Experience.  
TECH Global University



“

*Contribute to a satisfactory experience between your company's employees and customers thanks to this Postgraduate Certificate. Enroll now and master the necessary techniques”*

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 groundbreaking 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 enables students to understand the importance of the employee experience in customer service and provides the tools necessary to create an effective Employee Experience strategy. At the end of the program, students will be able to improve the customer service experience of employees, resulting in exceptional customer service and increased customer satisfaction and loyalty.



“

*You will be able to establish work methodologies that streamline and encourage the creativity and continuous improvement of your employees”*

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

The Postgraduate Certificate in Employee Experience will train the student 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

Using emotional marketing and storytelling to create a memorable shopping experience

06

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

05

# Structure and Content

The Postgraduate Certificate in Employee Experience has been designed to meet the needs of professionals specialized in Customer Service. This program is offered completely online, giving students the flexibility to study anytime, anywhere. It lasts six weeks and offers a unique and motivating learning experience that lays the foundation necessary to excel in the Employee Experience field. In addition, the structure of the program is highly adaptable, allowing specialists to adapt the academic resources to their schedules and work responsibilities, thus guaranteeing maximum utilization of the contents.



“

*Be an efficient manager in all fields of business. Apply all the learning from this Postgraduate Certificate in your company”*

## Syllabus

The objective of the Postgraduate Certificate in Employee Experience is to improve analytical skills and effective decision making in the field of Consumer Experience through the perspective of the employees who interact with customers and provide the service.

During six weeks, fundamental topics such as corporate culture, customer-centric vision, employee listening systems, alignment of the Customer Journey with the organization's internal processes and the keys to an employee-centric culture will be discussed. The curriculum seeks to train leaders capable of leading high-performance teams in the digital sector, acquiring skills in decision-making and project management from a strategic, technological and innovative perspective.

The program adapts to the academic needs of each student by offering didactic materials in various multimedia and textual formats, which guarantees a personalized and efficient learning experience. Leadership and teamwork are encouraged to develop skills from a strategic and technological perspective.

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

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

### Module 1

### Employee Experience



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

TECH offers the possibility of developing this Postgraduate Certificate in Employee Experience 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, key, and decisive educational experience to boost your professional development and make the definitive leap.*

Module 1. Employee Experience

**1.1. Employee Experience The Importance of a Solid System**

- 1.1.1. Employee Experience as a lever to drive CX
- 1.1.2. Developmental Phases
- 1.1.3. Advantages of a robust EX system
- 1.1.4. The BANII context. Current trends for an EX system

**1.2. Corporate Culture, the basis of the Employee Experience system**

- 1.2.1. Corporate culture
- 1.2.2. Employee Experience Enabler Roles
- 1.2.3. Types of organizations, Cultures
- 1.2.4. Roles and responsibilities of key EX stakeholders

**1.3. The role of a Human Resources department with a Customer-Centric Vision**

- 1.3.1. The role of the HR department as an enabler of EX
- 1.3.2. Strategic elements to boost EX
- 1.3.3. Internal diagram of a customer-centric culture
- 1.3.4. Practical Application

**1.4. Employee Listening Systems (I): Base ecosystem for EX**

- 1.4.1. The 360° employee listening system
- 1.4.2. Employee Listening Map
- 1.4.3. Proactive listening tools
- 1.4.4. Mechanisms for continuous monitoring of the EX
- 1.4.5. Practical Application

**1.5. Employee Listening Systems (II): Key indicators in EX**

- 1.5.1. Sources of employee data. Application of results
- 1.5.2. EX monitoring and measurement indicators
- 1.5.3. "Do and don't" in the establishment of CX indicators linked to employees

**1.6. Employee Experience tools (I): Customer and Employee Experience Ecosystem Roadmap**

- 1.6.1. Linking the Customer Journey with the organization's internal processes. Purpose
- 1.6.2. Building a CX Ecosystem and Employee Ecosystem Map
- 1.6.3. Practical Application

**1.7. Employee Experience Tools (II): Employee Archetype**

- 1.7.1. The Employee Archetype
- 1.7.2. Building an Employee Archetype
- 1.7.3. Use of Employee Archetypes
- 1.7.4. Practical Application

**1.8. Employee Experience tools (III): Employee Journey**

- 1.8.1. The Employee Journey
- 1.8.2. Building an Employee Journey
- 1.8.3. Use of Employee Journey
- 1.8.4. Practical Application

**1.9. Responsible for establishing, maintaining and building a good Employee Experience**

- 1.9.1. Roles and responsibilities of the EX
- 1.9.2. Impact of social changes and trends on the Employee Experience
- 1.9.3. Continuous employee and market listening for competitive advantage
- 1.9.4. Case Study

**1.10. Keys to an employee-centric culture**

- 1.10.1. Importance of an employee experience system
- 1.10.2. Benefits of an EX system for exponential improvement of CX
- 1.10.3. Five keys to avoid failure in the implementation of an employee-centric system



“

*An experience that will allow you to build a map of the CX and employee ecosystem, putting it into practice to guide your company towards success”*

# 06

# Methodology

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

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







“

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

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

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

“

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



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



*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 combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



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



### Study Material

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

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



### Classes

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

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



### Management Skills Exercises

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



### Additional Reading

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





### Case Studies

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



### Interactive Summaries

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

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



### Testing & Retesting

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



07

# Our Students' Profiles

The Postgraduate Certificate is aimed at university Graduates, Graduates and Graduates who have previously completed any of the following programs 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.







“

*Do you have experience in Customer Service and are you looking to advance your career? This program gives you the opportunity to continue working while gaining more advanced learning in the field”*

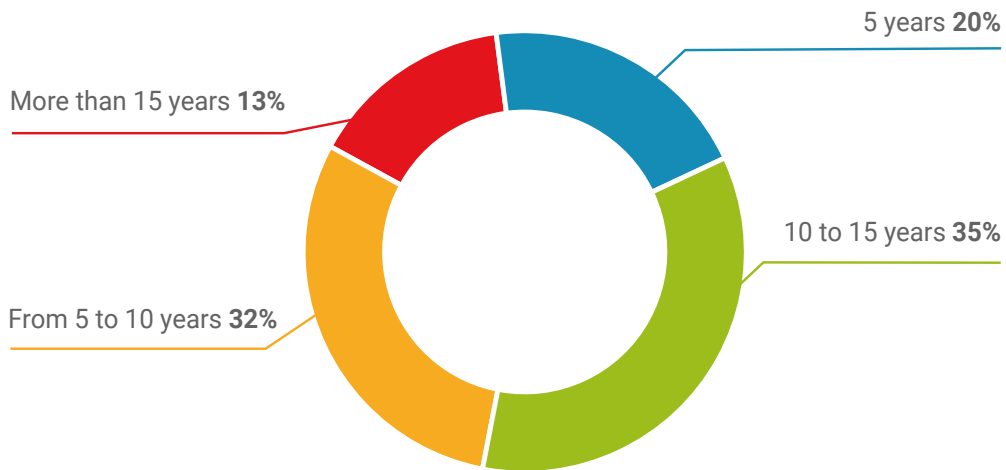
### Average Age

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

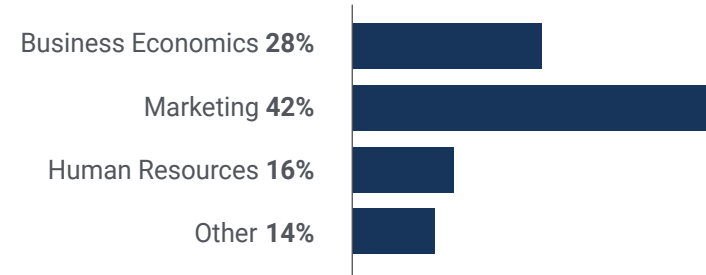
### Years of Experience

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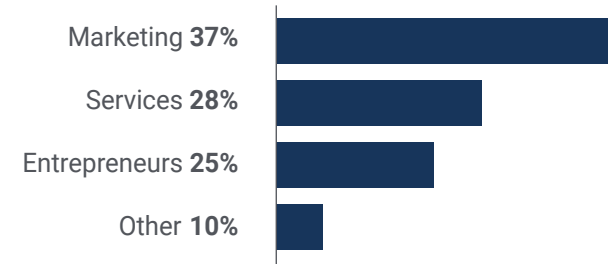
### Training

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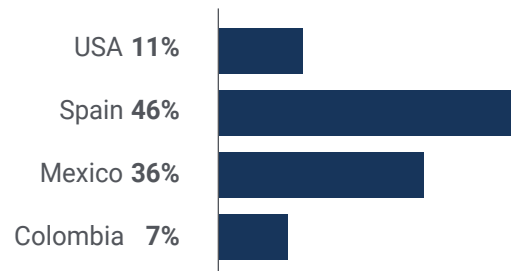
### Educational Profile

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## Geographical Distribution

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## Martín López Quintero

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Human Resources Consultant

*"The Postgraduate Certificate in Employee Experience was a transformative experience for me. I learned new leadership skills and gained a deep understanding of how the employee experience directly impacts customer satisfaction. I can now lead projects effectively and improve the organizational culture of my company"*

08

# Course Management

The teaching staff of this university program is composed of professionals with extensive experience in the area of Human Resources and Customer Service. These experts will guide students throughout the program, sharing their knowledge and experience to help them develop a solid understanding of the employee experience in customer service and how to implement an effective Employee Experience strategy.



A black and white photograph showing three people from a different perspective, looking down and to the right, presumably at a computer screen. The image is partially obscured by a dark blue diagonal shape that cuts across the top right of the page.

“

*You will receive constant,  
personalized support to help you  
get the most out of this 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 on and off-line marketing campaigns at ÚbicaBelow
- ♦ Executive creative director creating and developing promotional and relational marketing campaigns for on and off-line clients at Sidecar SGM
- ♦ Online creative manager and executive creative at MC Comunicación
- ♦ Digital Marketing teacher at the College of Journalists of Catalonia
- ♦ Lecturer of Digital Marketing and Communication Strategies in the Engineering Degree at BES La Salle
- ♦ Digital Marketing teacher at EUNCET
- ♦ Postgraduate in Relationship Marketing by ICEMD
- ♦ Degree in Advertising and Public Relations from the University of Seville



## Professors

### Mr. Maestro Miguel, Daniel

- ♦ Corporate Marketing Director and Country manager Spain Genepro DX
- ♦ Corporate Marketing Director and partner of SonoMedical
- ♦ ISDIN's Corporate Director of Digital Marketing
- ♦ Director of Digital Business at RocaSalvatella
- ♦ Marketing Director of FHIOS Smart Knoledge
- ♦ Digital Marketing teacher at Cibervoluntario of the Cibervoluntarios Foundation
- ♦ Lecturer of Digital and Cultural Transformation of Organizations at Pompeu Fabra University
- ♦ Digital Marketing Teaacher in BES LaSalle
- ♦ Postgraduate degree in strategies and interactive creativity from the Autonomous University of Barcelona (UAB)
- ♦ Postgraduate in Social Media, SEM, SEO, Mobile Marketing and Crisis Management on the Internet by IEBS School
- ♦ Master's Degree in Business Administration (MBA) from the School of Business Administration (EAE)
- ♦ Degree in Business Administration (BBA) from the School of Business Administration (EAE)

09

# Impact on Your Career

This Postgraduate Certificate can be a great career boost for any professional looking to improve in the Customer Service field. With this program, management skills are acquired and competencies are developed in decision making and project management from a strategic, technological and innovative perspective. This not only increases the value of the professional in the labor market, but also contributes to improving the work environment and customer satisfaction in the organization in which he or she works.





“

*Achieve your professional growth in the company. Get that promotion you crave by specializing in Employee Experience, a crucial area for any organization”*

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

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

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

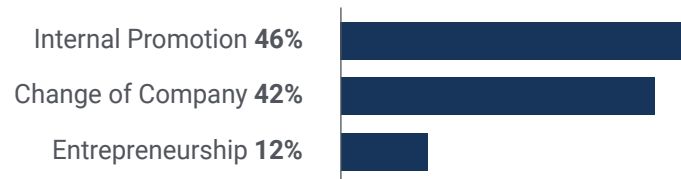
*Achieve your professional goals with high quality Customer Experience training provided by experts in the field.*

*If you are looking to increase your salary in relation to your skills, this Postgraduate Certificate will give you the tools to achieve it.*

### Time of Change



### Type of Change



### Salary Increase

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The completion of this program represents a salary increase of more than **25.2%** for our students.



10

# Benefits for Your Company

Having specialists who have completed the Postgraduate Certificate in Employee Experience can have a great impact on companies, as these professionals can apply their knowledge and skills to improve employee experience and, therefore, customer satisfaction. In addition, they can lead cultural and technological transformation projects, increase employee retention and enhance the employer brand. All this can contribute to generate greater value for the company and a competitive advantage in the market.





“

*Employee well-being is fundamental to the future and success of companies. Every business requires a leader capable of applying all the necessary measures to promote a good working environment”*

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 university program will equip your professionals with the skills to take on new challenges and drive the organization forward.

11

# Certificate

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







“

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

This program will allow you to obtain your **Postgraduate Certificate in Employee Experience** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Employee Experience**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



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



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