Executive Master's Degree
Customer Experience

MCE

tech global university

Executive Master's Degree
Customer Experience

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Credits: **60 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.techtitute.com/us/school-of-business/executive-master-degree/executive-master-degree-customer-experience**

Index

01
Welcome

Today, a customer-centric, collaborative and consistent business culture prevails across departments. Also, the implementation of digital tools has increased even more the experience of purchase and enjoyment of services. Given this reality, it is essential that professionals who lead the management of actions aimed at satisfying the consumer lead to business success by incorporating the most advanced and innovative strategies in Customer Experience. That is why TECH has created this program, which compiles from a practical theoretical approach the most advanced knowledge about the tools and techniques to achieve user satisfaction, the creation of loyalty programs with the integration of the latest technological advances. A unique opportunity for progression through a 100% online format.

Executive Master's Degree in Customer Experience
TECH Global University

Specialize in Customer Experience and increase customer satisfaction in the business projects you lead"

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

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

At TECH Global University

Innovation

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

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

The Highest Standards

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

95% of TECH students successfully complete their studies

Networking

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

+100000 executives prepared each year

+200 different nationalities

Empowerment

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

+500 collaborative agreements with leading companies

Talent

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

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

Multicultural Context

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

TECH students represent more than 200 different nationalities.

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

Learn with the best

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

Teachers representing 20 different nationalities.

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

Analysis

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

Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning 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.

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.

Objectives

The purpose of this Executive Master's Degree is to provide professionals with the tools they need to design and maintain satisfactory customer experiences. All this, in only 12 months and through an advanced syllabus, designed by the best experts in the sector. A unique opportunity to increase the professional outlook through a program aimed at meeting the real needs of specialists in this field. The graduate will consolidate his or her leadership.

" *Successfully addresses multichannel customer experience management from the physical point of sale to digital platforms"*

TECH makes the goals of their students their own goals too
Working together to achieve them
The **Executive Master's Degree in Customer Experience** will train students to:

01 To understand emerging trends in the marketplace and how they affect purchasing behavior

02 To reflect on the importance of sustainability, social responsibility and the environmental impact of companies in the new consumer environment, and how they can improve their relationship with customers through these practices

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

04 Define the organization's values and principles that allow for the creation of a Customer Experience focused culture and demonstrate how these values are translated into concrete actions for the benefit of the customer

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

06   Define the fundamentals for implementing a CX project

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

09   Use emotional marketing and storytelling to create a memorable shopping experience

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

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

Skills

Thanks to this program, the professional will enhance their skills to lead initiatives and projects related to customer experience management in any type of organization. To this end, TECH provides advanced content with a wealth of additional material that will allow you to integrate into your daily practice the most effective strategies for customer loyalty or new customer acquisition.
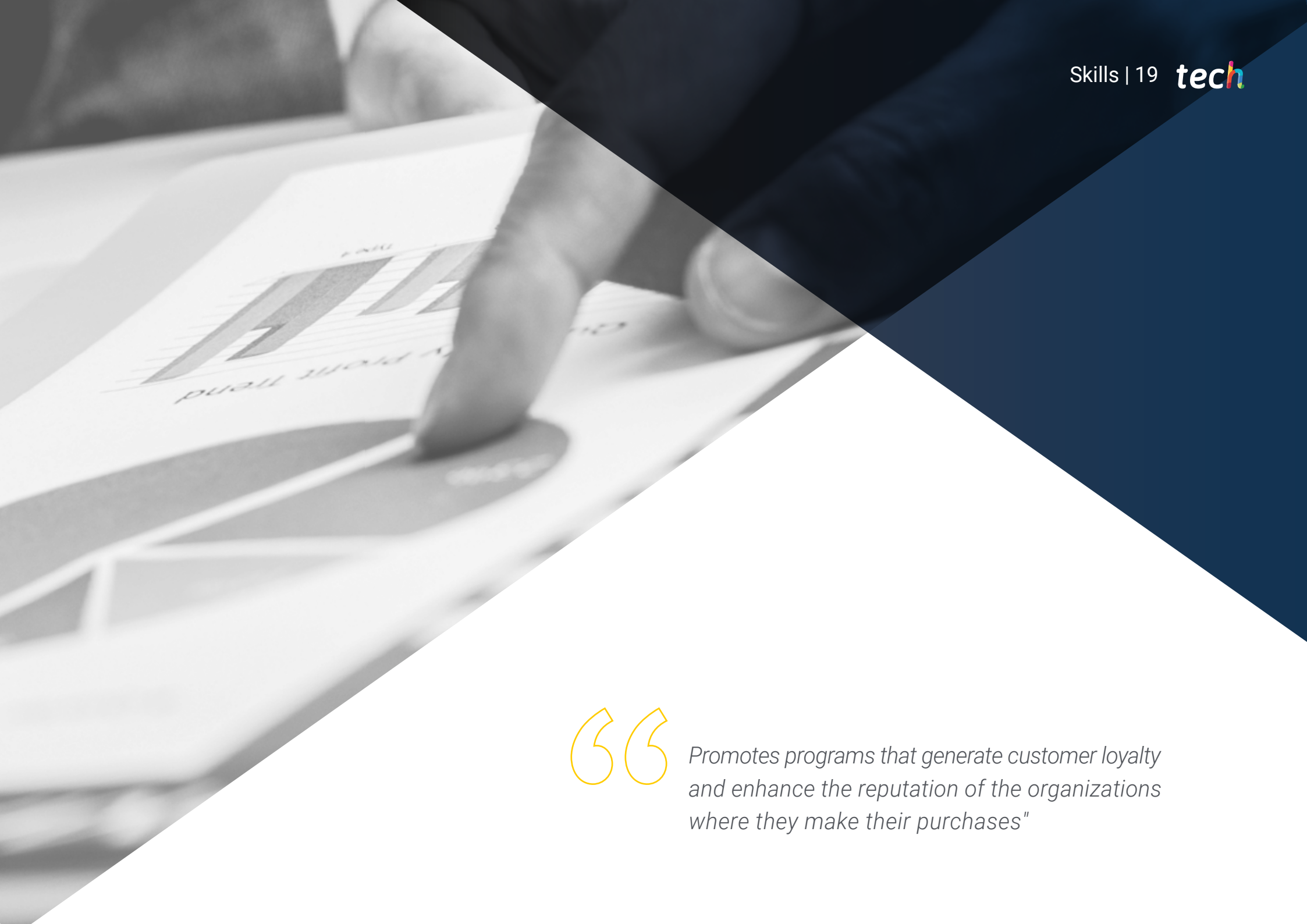
Promotes programs that generate customer loyalty and enhance the reputation of the organizations where they make their purchases"

01 Analyze the behavior, needs and expectations of the new consumer and examine how digital media, devices and technology are changing consumer shopping behavior

02 Develop skills and tools for research and analysis of the new consumer, understanding the fundamental concepts of VoC methodology, its importance in customer experience management and the identification of opportunities for improvement

03 Demonstrate the importance of VoC methodology in customer experience management (CEM), and how it can contribute to improving customer satisfaction, loyalty and the company's success in the marketplace

04 Generate a culture of feedback and continuous improvement that allows the organization to constantly adapt to customer needs and expectations

05 Propose concrete action plans that allow the organization to constantly adapt to the needs and expectations of customers and maintain a corporate culture focused on Customer Experience

06 Enriching and optimizing the customer experience

07 Lead research projects combining quantitative and qualitative techniques

08 Propose different techniques for the knowledge of the customer profile

09 Generate value through personalized experiences, build customer loyalty and increase customer satisfaction

10 Implement strategies to provide exceptional after-sales service and support

11 Generate strong emotional connections, Engagement, with the customer

12 Develop skills for the management and marketing of content in digital channels, including search engine optimization and the use of influencers and celebrities in social networks

Structure and Content

The Executive Master's Degree in Costumer Experience has been designed by an excellent teaching team specialized in this field. Their remarkable track record is evident in a program that provides the necessary tools for students to create, manage and consolidate a positive Frictionless experience in any type of company or industry. All this, in addition to the best didactic material of the current university panorama.

> *You have at your disposal didactic material that has been elaborated with the most advanced technology in the current academic panorama"*

Syllabus

TECH's Executive Master's Degree in Customer Experience focuses on understanding customer behavior through the implementation of innovative strategies that generate satisfaction.

Market research, specific methodologies used for the study of customer needs and desires, data analysis and the application of CX governance are the focus of much of the agenda of this advanced online program. In addition, thanks to video summaries of each topic, in-depth videos, specialized readings and case studies, the graduate will be able to integrate the most current technology and digital tools aimed at improving the customer experience into their daily practice.

In this way, the professional will obtain an integral vision, which will allow him/her to give a boost to their project or to the entity in which they are developing their functions. All this through an academic option designed to be compatible with the most demanding responsibilities.

Students taking this program only need an electronic device with an Internet connection to view, at any time of the day, the content hosted on the online platform. Likewise, with the Relearning system, you will reduce the hours of memorization and acquire a much more agile learning process through the continuous reiteration of the most important concepts throughout the academic course. A program of 1,500 teaching hours that favors professional progression.

This Executive Master's Degree takes 12 months and is divided into 10 modules:

Module 1	Customer Experience: new customer or consumer
Module 2	Customer Centric Organization
Module 3	Customer Science: Customer Experience Research
Module 4	Design and implementation of a CX project. Governance model
Module 5	Customer Experience Analytics
Module 6	Shopping Experience
Module 7	Digital Platforms Experience
Module 8	Employee Experience
Module 9	Technology and advanced tools for Customer Experience. Customer Department Platform (CDP)
Module 10	Innovation and trends in Customer Experience

Where, When and How is it Taught?

TECH offers the possibility of developing this Executive Master's Degree in Customer Experience completely online. Throughout the 12 months of the educational program, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

Module 1. Customer Experience: new customer or consumer

1.1. Customer experience
1.1.1. Customer experience. Experience-satisfaction causal model
1.1.2. Customer Experience(CEM)
1.1.3. Customer Experience vs. Brand experience
1.1.4. Customer Value and Customer Experience Management

1.2. The New Consumer
1.2.1. The New Consumer. Relational
1.2.2. Trends in the Current Market
1.2.2.1. Sustainability, Social and Responsibility
1.2.3. Impact of technology and social networks on the behavior of the new consumer. Digital trends
1.2.3.1. Omnichannel, Overinformation and Immersive Experiences
1.2.4. The Consumer as a Company Ambassador

1.3. Voice of the Customer (Voices) Methodology
1.3.1. VOC methodologies
1.3.2. Customer Experience Insights
1.3.3. Voices program as a strategic basis for CX

1.4. Voices methodologies. Mapping
1.4.1. Touchpoint mapping
1.4.2. Voc Journey
1.4.3. Empathy Map
1.4.4. MOTS identification

1.5. Voices program. Key principles
1.5.1. Listening
1.5.2. Ask
1.5.3. Interpret
1.5.4. Act
1.5.5. Monitor
1.5.6. Design

1.6. Definition of a Voices Program. Stages
1.6.1. Awareness stage
1.6.2. Collection stage
1.6.3. Analysis Stage
1.6.4. Action stage
1.6.5. Evaluation stage

1.7. Collecting the Voice of the Customer: VoC research design
1.7.1. Definition of research objectives and scope
1.7.2. Quantitative and qualitative data collection techniques
1.7.3. Selection of data collection methods data collection
1.7.4. Design of questionnaires and interview guides
1.7.5. Data Collection Tools

1.8. Voice of the Customer Analysis
1.8.1. Identification of patterns and trends in the data collected
1.8.2. Interpretation of data to identify customer needs, wants and expectations
1.8.3. Application of qualitative tools
1.8.4. Analysis Tools

1.9. Voice of the Customer Evaluation and Measurement
1.9.1. Traditional systems: NPS (Net Promote Score)
1.9.2. Measurement of emotions
1.9.3. News on Voices Measurement
1.9.4. Identification of Improvement Opportunities

1.10. Active Listening for Voices
1.10.1. Listening and Dynamic Observation Voc
1.10.2. Customer service as a listening method
1.10.3. Sentiment analysis in social networks

Module 2. Customer Centric Organization

2.1. Organizational Culture in Customer Experience

2.1.1. Effect of corporate culture on customer perception of the brand
2.1.2. Differentiating the company from the competition through organizational culture
2.1.3. Influence of corporate culture on customer loyalty

2.2. Development of values and principles in an Organizational Culture focused on Customer Experience

2.2.1. Definition of values and principles oriented to Customer Experience
2.2.2. Promotion of values and principles throughout the organization
2.2.3. Incorporation of values and principles into business strategy

2.3. Evaluation of the organization's internal structure and processes to achieve a corporate culture that prioritizes the customer experience

2.3.1. Evaluation of the organizational structure. Aspects for Improvement
2.3.2. Evaluation of Writing Processes
2.3.3. Involving employees in the improvement of internal processes to achieve a Customer Experience oriented corporate culture

2.4. Fostering of a culture of feedback and improvement in the organization to adapt to customer needs and expectations

2.4.1. Promotion of the feedback culture in the Organization
2.4.2. Managing and using feedback to improve customer experience
2.4.3. Development of a continuous improvement strategy based on feedback received

2.5. Measurement and Evaluation of organizational culture focused on Customer Experience

2.5.1. Definition of key indicators. Measurement
2.5.2. Evaluation of indicators and analysis of results
2.5.3. Management of results as aspects for improvement

2.6. Promotion of a collaborative and empathetic culture in the organization to improve the customer experience

2.6.1. Encouraging collaboration between the different departments of the organization
2.6.2. Development of a culture of empathy and customer service throughout the organization
2.6.3. Promoting the active participation of all employees in improving the customer experience

2.7. Commitment at all levels of the organization to foster a corporate culture focused on Customer Experience

2.7.1. Involvement of senior management in the promotion of a corporate culture focused on Customer Experience
2.7.2. Fostering employee commitment to a Customer Experience-centric corporate culture
2.7.3. Establishment of an incentive system to encourage commitment to a corporate culture focused on Customer Experience

2.8. Identifying and Addressing Customer Pain Points through Organizational Culture Adaptation

2.8.1. Identification of the customer's pain points through the feedback received
2.8.2. Assessment of the organization's ability to solve customer pain points
2.8.3. Developing a strategy to address customer pain points and adapt organizational culture

2.9. Establishment of a leadership culture to drive an organizational culture focused on Customer Experience

2.9.1. Development of leadership skills focused on Customer Experience
2.9.2. Design of a leadership model to promote an organizational culture focused on Customer Experience
2.9.3. Involvement of leaders in the promotion of organizational culture focused on Customer Experience

2.10. Alignment of the organization's objectives and goals with a business culture focused on Customer Experience

2.10.1. Definition of the organization's strategy focused on Customer Experience
2.10.2. Establishment of long-term objectives and specific targets
2.10.3. Integration of the corporate culture focused on Customer Experience in the overall strategy of the organization

Module 3. Customer Science: Customer Experience research

3.1. **Customer Experience Principles and Value**
3.1.1. Differences between CX and UX
3.1.2. Customer Experience as a company strategy
3.1.3. CX transformation: A step further in organizational culture

3.2. **Key factor in CX: omnichannel**
3.2.1. Omnichannel. Omnichannel CX
3.2.2. Omnichannel User Experience Key points
3.2.3. Determining omnichannel maturity

3.3. **Global Service-Customer Relationship Map: Blueprint**
3.3.1. Blueprint. Uses
3.3.2. Benefits of Blueprint in CX
3.3.3. Designing a Clinical Trial

3.4. **Process for Evolving a company's CX. Research**
3.4.1. Research in terms of CX
3.4.2. Scope of study
  3.4.2.1. Customer life cycle
  3.4.2.2. Stages
  3.4.2.3. Object of research
3.4.3. CX improvement work techniques. Practical Examples
3.4.4. Research with limited resources
3.4.5. Research OPS

3.5. **Knowledge of the Potential Customer. Archetypal characters**
3.5.1. Customer knowledge as the basis for experience design
3.5.2. Jung's 12 archetypes
3.5.3. Character Design

3.6. **Customer Journey at CX**
3.6.1. Customer Journey. Uses
3.6.2. Customer Journey. Benefits
3.6.3. Design of a Customer Journey: Key Aspects

3.7. **Quantitative Techniques in CX**
3.7.1. Quantitative Techniques Scope of Application
3.7.2. Types of quantitative techniques: usefulness and measurement indicators
  3.7.2.1. Surveys
  3.7.2.2. User Test
  3.7.2.3. Test A-B
  3.7.2.4. Integration of metrics in processes
  3.7.2.5. Card-sorting
  3.7.2.6. Tree-test
  3.7.2.7. Eye-tracking

3.8. **Qualitative techniques in CX**
3.8.1. Qualitative techniques. Scope of Application
3.8.2. Types of qualitative techniques: usefulness and measurement indicators
  3.8.2.1. Heuristic Evaluation
  3.8.2.2. Benchmark
  3.8.2.3. User Test
  3.8.2.4. Personal interviews
  3.8.2.5. Focus Group
  3.8.2.6. Shadowing // Mystery
  3.8.2.7. Journal studies

3.9. **CX Usage Methodologies**
3.9.1. Work methodologies
3.9.2. Design Thinking Practical application in CX
3.9.3. Lean UX. Practical application in CX
3.9.4. Agile. Practical application in CX

3.10. **Accessibility as part of the CX**
3.10.1. Accessibility as part of CX
3.10.2. Web Accessibility Levels. Legal Aspects
3.10.3. Accessible Sites, Products and Services

Module 4. Design and implementation of a CX project. Governance model

4.1. Definition of a realistic project scope
4.1.1. Type of project
4.1.1.1. Problem Solving
4.1.1.2. Value proposition
4.1.1.3. Innovation
4.1.2. Starting Point
4.1.2.1. Data as a tool to identify opportunities and insights

4.1.3. Alignment of Objectives, Participants and Execution Times. Role of experts and dynamizers
4.1.3.1. Business Needs Review
4.1.3.2. Identification of Internal and External Stakeholders
4.1.3.3. Customer Profile
4.1.3.4. Definition of Expected Output

4.2. Identifying the Customer Profile in a CX Project
4.2.1. Identification of the desired customer profile as a Challenge
4.2.2. Behavioral Profiling
4.2.2.1. Consumption and purchasing habits
4.2.2.2. Interaction with communication channels
4.2.2.3. Degree of digitization
4.2.2.4. Sociodemographic Radiography
4.2.3. Customer Communication and Data Processing

4.3. Customer Journey in a CX Project
4.3.1. Analysis and Typification of Contact Points
4.3.1.1. Safari and shadowing
4.3.1.2. Interviews
4.3.1.3. Workshops y focus groups
4.3.2. Identifying Customer Needs by Audience Profile
4.3.2.1. Customer Satisfaction Points:
4.3.2.1.1. What's working today, what does the customer value?
4.3.2.2. Client Pain Points:
4.3.2.2.1. What is not working today? What causes customer frustration?

4.3.3. Definition of the Customer Journey for each customer type
4.3.3.1. Identification of the main Gain and Pain Points of each key stage and contact point through which it passes

4.4. Project execution
4.4.1. Project execution. Important Aspects
4.4.1.1. Alignment of the customer's vision with business objectives
4.4.1.2. Customer Journey Visualization: Setting a starting point for aligning all company teams
4.4.1.3. Analysis of economic viability. Profitability
4.4.1.4. Involvement of key people in the relationship with the client to enter the execution phase

4.4.2. Diagnosis and Resolution:
4.4.2.1. Diagnostic presentation formulas
4.4.2.1.1. Co-creation workshops
4.4.2.1.2. Benchmarking
4.4.2.2. Resolution
4.4.2.2.1. Task identification
4.4.2.2.2. Assignment of tasks by profile
4.4.3. Assessment
4.4.3.1. Definition of KPIs
4.4.3.2. Data Collection
4.4.3.3. Valuation period

4.5. Framework for action in the CX Project
4.5.1. Consolidation or Dismissal
4.5.2. Internal evangelization
4.5.3. Tool identification

4.6. Business Case of product. Launching of New Products
4.6.1. Illustration of the CX role in the development of an innovation product
4.6.2. Phases in the launching of a new product
4.6.3. Common Errors

4.7. Business Case from Service. CX as a catalyst for innovation
4.7.1. Key role of the CX in innovation processes
4.7.2. Phases
4.7.3. Keys to success

4.8. Business Case from Service. Customer Satisfaction as a lever for continuous improvement
4.8.1. Measuring customer satisfaction throughout the Customer Journey
4.8.2. Phases
4.8.3. Action-oriented routines

4.9. The Governance Model in a CX Project
4.9.1. Roles
4.9.2. Date
4.9.3. Iterative action plans

4.10. Successful implementation of a CX Project. Keys
4.10.1. Apprenticeships
4.10.2. References
4.10.3. Resources

Module 5. Customer Experience Analytics

5.1. The Quality of the Data and Its Activation. Key Elements for a Dashboard
5.1.1. Data capture
5.1.1.1. What, when and how to collect customer feedback
5.1.2. Data Analysis
5.1.2.1. Requirements to maintain a system interpretable by the different layers of the organization over time
5.1.3. Decision Making
5.1.3.1. Interpretation and action

5.2. NPS, customer loyalty
5.2.1. NPS: What it calculates and how?
5.2.2. Use of NPS as a reference KPI. Pros and Cons
5.2.3. Examples and sectoral references

5.3. CSAT. Customer Satisfaction
5.3.1. CSAT: What it calculates and how?
5.3.2. Use of CSAT as a reference KPI. Pros and Cons
5.3.3. Examples and sectoral references

5.4. Complementary KPIs
5.4.1. CES: Customer satisfaction with the degree of difficulty of a given action
5.4.2. CLV: Customer Lifetime Value
5.4.3. Attrition and retention rates
5.4.4. Sector specifics

5.5. Online Reputation Importance of internet semantic data
5.5.1. Active Listening on the Internet: Brand reputation analysis on social networks, comparison sites and your website
5.5.2. Response strategy: Interaction as a tool for brand reputation management
5.5.3. Platforms for listening and management

5.6. Contact Center. The telephone, a powerful lever for taking the customer's pulse
5.6.1. Illustration of the CX role in the development of an innovation product
5.6.2. Essential steps
5.6.3. Common Errors

5.7. Keys to achieving a holistic view of customer feedback
5.7.1. Selection of your optimal KPI
5.7.2. Optimization of the timing of the journey for feedback collection
5.7.3. Identification of the customer experience by customer profile typology

5.8. Technological architecture. Key Aspects
5.8.1. Security/Safety
5.8.2. Privacy
5.8.3. Integrity
5.8.4. Scales
5.8.5. Real Time

5.9. The control panel
5.9.1. Roles
5.9.1.1. Who interacts? purpose and frequency
5.9.2. Data visualization
5.9.2.1. Platforms
5.9.3. Assessment of the implications of the Integrations

5.10. Customer Experience from different starting points: The Path to Excellence
5.10.1. Degree of knowledge of your customer and target customer
5.10.2. Experience management with external teams
5.10.3. Resources, time and follow-up
5.10.4. Evangelization from the management/executive team

Module 6. Shopping Experience

6.1. Shopping Experience
6.1.1. Shopping Experience
6.1.2. Generation of experiences as a way of differentiation
6.1.3. Keys to understanding the Shopping Experience

6.2. The buying process and sales cycle
6.2.1. Consumer psychology in the purchase decision making process
6.2.2. The sales cycle. Keys to optimize the sales process
6.2.3. The market and buying patterns

6.3. Excellence in customer service and after-sales service
6.3.1. Customer Service and After Sales Service
6.3.2. Omnichannel customer service
6.3.3. Effective customer communication techniques
6.3.4. Influence of store personnel on the shopping experience

6.4. Personalization of the user experience
6.4.1. Personalization of the user experience. Relevance
6.4.2. Influence of personalization on purchase decision making
6.4.3. Personalization in physical customer service

6.5. Customer experience design in the physical store
6.5.1. Store layout design to enhance the customer experience
6.5.2. Using the senses to generate positive emotions in the consumer
6.5.3. Strategies to improve the physical store experience

6.6. In-store technology
6.6.1. Interactive displays in physical stores
6.6.2. Use of beacons to personalize the shopping experience
6.6.3. Data analysis to improve the shopping experience

6.7. Emotional marketing in the shopping experience
6.7.1. Emotions in the purchase decision making process. Influence
6.7.2. Design of emotional marketing strategies
6.7.3. Use of Storytelling in the shopping experience

6.8. Sensory marketing in the shopping experience
6.8.1. Marketing sensorial. Relevance
6.8.2. Sensory marketing techniques
6.8.2.1. The senses, generators of positive emotions in the consumer
6.8.3. Trends in sensory marketing. Future

6.9. Shopping Experience Evaluation
6.9.1. Metrics
6.9.2. Collection of customer feedback
6.9.3. Actions and techniques for evaluating the physical store experience

6.10. Creating a memorable shopping experience
6.10.1. Creating a memorable shopping experience
6.10.2. Retail trends
6.10.3. Accessible Shopping Experience

Module 7. Digital Platforms Experience

7.1. Digital Channels
7.1.1. Internet of Things (IoT) IoT and its role in digital channels
7.1.2. Types of digital channels
7.1.3. Choosing the right digital channels for your business

7.2. Web Channel
7.2.1. User experience analysis in the web channel
7.2.2. Search Engine Optimization (SEO)
7.2.3. Liquid web design: adaptation to mobile devices

7.3. Mobile applications and social networks
7.3.1. Types of mobile applications
7.3.2. Essential functions of an app. Implementation
7.3.3. Impact of social media on customer experience
Improving customer interaction and satisfaction

7.4. *Chatbots*
7.4.1. Types of chatbots
7.4.1.1. Rules based chatbots,
7.4.1.2. Chatbots based on artificial intelligence
7.4.1.3. Hybrid chatbots
7.4.2. Integrating chatbots into digital channels to improve customer service and efficiency
7.4.3. Designing a chatbot for an intuitive and effective user experience

7.5. Voice Technology
7.5.1. Voice technology. Case Uses
7.5.2. Virtual assistants to enhance customer experience
7.5.3. Voice technology in the customer experience. Trends and future

7.6. Customer Experience in Digital Channels
7.6.1. Customer Experience in Digital Channels
7.6.2. Web design as a driver for improving user experience
7.6.3. Efficiency as part of the experience

7.7. Design for Channels
7.7.1. Omnichannel design
7.7.2. Design management to enhance the experience across channels
7.7.3. Design systems: Diseño atómico y Sistema de diseño

7.8. Working with Channels
7.8.1. Content Marketing
7.8.1.1. Creation of valuable and relevant content for the customer in digital channels
7.8.2. Optimization of digital channels to improve positioning in search results
7.8.3. Use of Influencers and celebrities to provide an emotionally connected customer experience

7.9. Personalization
7.9.1. Omnichannel Personalization. Personalized user experience
7.9.2. Artificial Intelligence
7.9.2.1. Clustering and hyperpersonalization
7.9.3. Personalization to create relevant and attractive offers and promotions for each customer

7.10. Omnichannel and frictionless
7.10.1. The Frictionless concept and the impact on customer experience
7.10.2. Customer Friction Identification and Management

Module 8. Employee Experience

8.1. Employee Experience. The Importance of a Solid System
8.1.1. Employee Experience as a lever to drive CX
8.1.2. Developmental Phases
8.1.3. Advantages of a robust EX system
8.1.4. The BANI context. Current trends for an EX system

8.2. Corporate Culture, the basis of the Employee Experience system
8.2.1. Corporate culture
8.2.2. Employee Experience Enabler Roles
8.2.3. Types of organizations and Cultures
8.2.4. Roles and responsibilities of key EX stakeholders

8.3. The role of a Human Resources department with a Customer-Centric Vision
8.3.1. HR Department HH as facilitate of EX
8.3.2. Strategic elements to boost EX
8.3.3. Internal diagram of a customer-centric culture
8.3.4. Practical Applications

8.4. Employee Listening Systems I: base ecosystem for EX
8.4.1. The 360° employee listening system
8.4.2. Employee Listening Map
8.4.3. Proactive listening tools
8.4.4. Mechanisms for continuous monitoring of the EX
8.4.5. Practical Applications

8.5. Employee Listening Systems II: key indicators in EX
8.5.1. Sources of employee data. Application of results
8.5.2. EX monitoring and measurement indicators
8.5.3. Do and don't in the establishment of CX indicators linked to employees

8.6. Employee Experience I tools: mapping the customer and employee experience ecosystem
8.6.1. Linking the Customer Journey with the organization's internal processes. Purpose
8.6.2. Building a CX Ecosystem and Employee Ecosystem Map
8.6.3. Practical Applications

8.7. Employee Experience Tools II: Employee Archetype
8.7.1. The Employee Archetype
8.7.2. Building an Employee Archetype
8.7.3. Use of Employee Archetypes
8.7.4. Practical Applications

8.8. Employee Experience tools III: Employee Journey
8.8.1. The Employee Journey
8.8.2. Building an Employee Journey
8.8.3. Use of Employee Journey
8.8.4. Practical Applications

8.9. Responsible for establishing, maintaining and building a good Employee Experience
8.9.1. Roles and responsibilities of the EX
8.9.2. Impact of social changes and trends on the Employee Experience
8.9.3. Continuous employee and market listening for competitive advantage
8.9.4. Case Study

8.10. Keys to an employee-centric culture
8.10.1. Importance of an employee experience system
8.10.2. Benefits of an EX system for exponential improvement of CX
8.10.3. Five keys to avoid failure in the implementation of an employee-centric system

Module 9. Technology and advanced tools for Customer Experience. Customer Department Platform (CDP)

9.1. Technology as an enabler of customer experience
9.1.1. Keys to a technology-supported CX system
9.1.2. Technology linked to CX
9.1.3. Technology at the service of people
9.1.4. Practical Applications

9.2. Initial technology diagnosis to enhance customer experience
9.2.1. Conducting a diagnosis in innovation and technology
9.2.2. Types of companies according to their technological maturity
9.2.3. Phases for effective technology implementation

9.3. Customer information gathering systems
9.3.1. Customer feedback as the basis for actionable CX
9.3.2. Sources of direct information gathering
9.3.3. Sources of indirect information gathering
9.3.4. Innovative sources of customer acquisition
9.3.5. Practical Applications

9.4. Customer information collection and storage systems: Customer Relationship Management (CRM)
9.4.1. The CRM Relevance
9.4.2. Practical applications of CRM in a company
9.4.3. Integrations as an essential element to nurture and optimize CRM usage
9.4.4. Key elements for the establishment and maintenance of CRM information

9.5. Customer Insights and Analysis Systems
9.5.1. 360° customer vision
9.5.2. Differences between CRM and CEM
9.5.3. Keys to establishment of a system. Useful CEM
9.5.4. Practical Applications

9.6. Systems to feed Customer Profiles
9.6.1. Managing CRM information to increase customer knowledge
9.6.2. Platforms that facilitate a holistic view of customers
9.6.3. Practical Applications

9.7. Systems to drive and personalize the customer experience: CDP
9.7.1. CustomerData Platform (CDP)
9.7.2. CDP to improve CX
9.7.3. Customer Intelligence Platform (CIP), a step beyond CDP

9.8. Market research systems
9.8.1. The importance of involving the current and potential customer
9.8.2. CX Research to integrate the customer into our strategic decisions
9.8.3. Platforms for tracking market insights and trends
9.8.4. Practical Applications

9.9. GDPR, secure framework for customer data processing
9.9.1. GDPR Who does it apply to?
9.9.2. Key elements of GDPR compliance
9.9.3. GDPR non-compliance. Consequences

9.10. The technological ecosystem to enhance the CX strategy
9.10.1. Importance of robust technology for excellent CX
9.10.2. Diagrams to Management Systems Integration
9.10.3. Keys to ensure that technology does not turn against CX

Module 10. Innovation and Trends in Customer Experience

10.1. Innovation and Customer Experience. Link

10.1.1. Innovation within the framework of CX
10.1.2. Customer experience innovation objectives
10.1.3. Innovation in the development of customer interactions

10.2. Customer experience management in the era of Digital Transformation

10.2.1. Intelligent experience engine. Relevance
10.2.2. Search for hyper-personalized experiences
10.2.3. Experience management in an omnichannel environment

10.3. Innovation in the management of a "customer-centric" company

10.3.1. The innovation model from the customer to the company
10.3.2. Key profiles for the development of an innovation model
10.3.3. Open Innovation Models

10.4. Methodologies to accelerate the effective innovation process

10.4.1. Routines that generate innovation and creativity
10.4.2. Lean Start Up method to include the customer in the "innovation table"
10.4.3. Kanban board to gain in innovation and efficiency in your day to day life
10.4.4. Scrum Methodology. Practical Applications
10.4.5. Adoption of continuous innovation generation tools. Benefits

10.5. Tools for the Development of innovative customer-centric business models

10.5.1. Business Model Canvas. How to "challenge" your business model with this tool
10.5.2. Value Proposition Canvas y Customer Journey. Match
10.5.3. Empathy Map Beyond tangible customer interactions
10.5.4. Case Study

10.6. Neuromarketing y Experiencia del Cliente. How to put yourself in the customer's shoes

10.6.1. Neuromarketing and Innovation Optimization
10.6.2. Real applications of Neuromarketing in CX
10.6.3. Customer Insights Guide to enhance CX with Neuromarketing
10.6.4. Case Study

10.7. Innovation in CX I: artificial intelligence, online reality, facial recognition and biometric systems

10.7.1. Artificial intelligence (AI) for process optimization and omnichannel management
10.7.2. Virtual Reality (VR) and Augmented Reality (AR) to take your customer experience online to any location
10.7.3. Facial recognition and biometric systems as mitigators of moments of pain with the client
10.7.4. Case Study

10.8. Innovation in CX II: Machine Learning, IoT and Omnichannel Management Platforms

10.8.1. Machine Learning (ML) for data processing
10.8.2. Internet of Things (IoT) for improved customer experience and insight
10.8.3. Omnichannel Management Platforms for a holistic view of the customer
10.8.4. Case Study

10.9. Technoethics: Technology at the service of human beings and not vice versa

10.9.1. Protection of Neuro-Rights or Intellectual Property Rights (IPR)
10.9.2. Ethics in Artificial Intelligence (IA)
10.9.3. Customer hyperconnection and use of customer data
10.9.4. The technological challenge

10.10. Establishment of an innovation system in a customer-centric company. Importance

10.10.1. Keys to a customer-oriented innovation process
10.10.2. Benefits of a company with continuous innovation systems
10.10.3. Innovation at the service of people for an optimal customer experience

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.

A learning method that is different and innovative

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

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

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

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

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

Relearning Methodology

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

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

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

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

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

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

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

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

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

Study Material

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

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

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.

30%

10%

8%

3%

30%

15%

4%

Case Studies

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

Interactive Summaries

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

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

Testing & Retesting

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

Our Students' Profiles

The Executive Master's Degree is aimed at university graduates, Postgraduates and graduates who have previously completed any program in the field of Social, Administrative and Economic Sciences.

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

The Executive Master's Degree can also be taken by professionals who, being university graduates in any area, have work experience in the field of customer experience management.

Launch initiatives that promote feedback culture in organizations and boost your career"

Average Age

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

Years of Experience

More than 15 years **13%**

5 years **20%**

10 to 15 years **35%**

5 to 10 years **32%**

Training

Business Economics **28%**

Marketing **42 %**

Human Resources **16%**

Other **14 %**

Educational Profile

Marketing **37 %**

Services **28%**

Entrepreneurs **25 %**

Other **10 %**
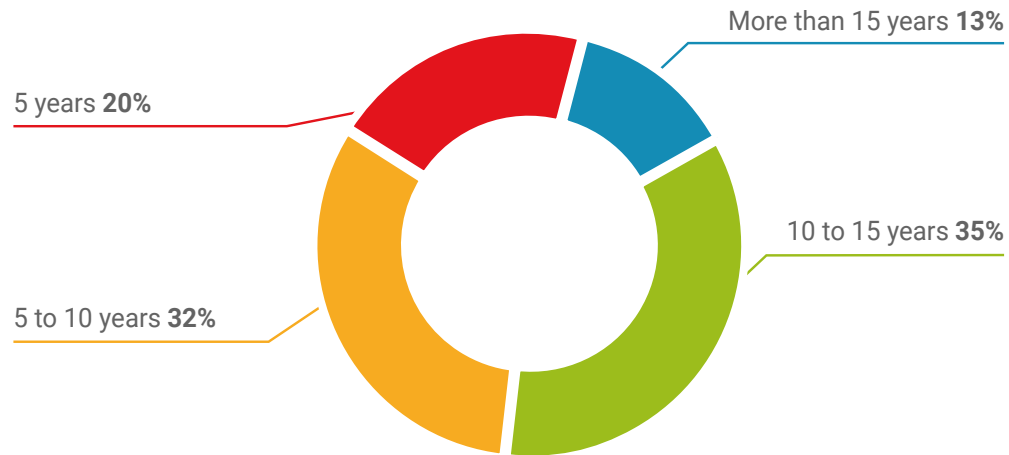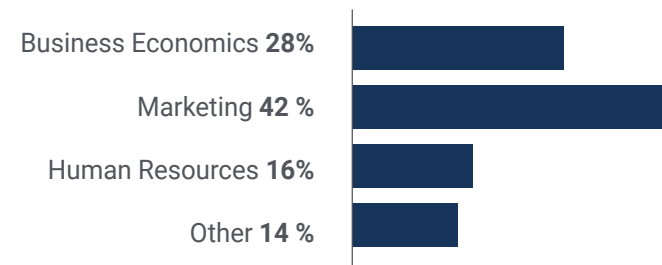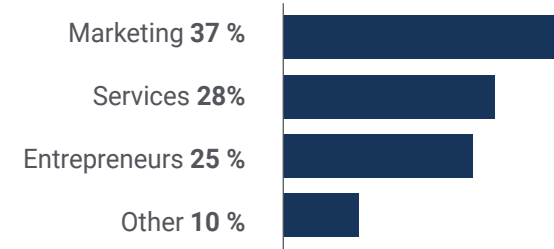
Geographical Distribution

USA **17%**

Spain **46%**

Mexico **36%**

Colombia **7%**
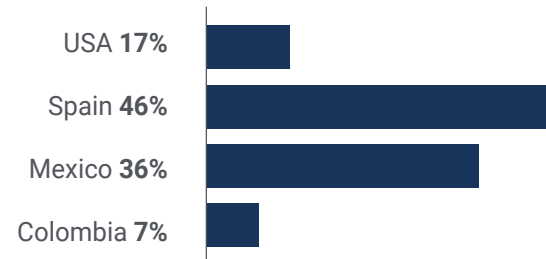
Sara López Urquijo

Marketing Director

"Thanks to this program I was able to incorporate completely new strategies in Customer Experience and improve not only the company's customer satisfaction, but also boost my career in Marketing. There is no doubt that taking this Executive Master's Degree program contributes to professional progression"

09

Course Management

The faculty that integrates this university program has extensive and outstanding experience in the Digital Marketing and Customer Intelligence sector. Their great work developed in companies of diverse areas, as well as their leadership capacity, has led them to become outstanding figures and also to enhance their teaching facet in academic institutions. A brilliant faculty for an avant-garde and quality program.

TECH has brought together the best experts in Digital Marketing with extensive leadership, management and teaching skills. Undoubtedly, great professionals"

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 relational marketing campaigns for Online and offline 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 Business School
- Postgraduate Degree in Relationship Marketing by the Institute of Digital Economy ICEMD
- Degree in Advertising and Public Relations from the University of Seville

Professors

Mr. 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 Knwoledge
- 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)

Dr. Rueda Salvador, Daniel

- Customer Intelligence Director at Iberostar Group
- Digital Project Manager en Grupo Iberostar
- Innovation and Guest Experience Analyst
- Foreign Trade and Investment Advisor
- Reception and Customer Service Agent
- Master's Degree in International Business Management (ICEX) by Centro of Economic and Business Studies (CECO)
- Program in Management Development, Administration and Management by Deusto Business School
- Graduate in Business Administration and Management with specialization in Marketing and Sales from Deusto Business School University.

Ms. Aparicio Ruiz, Marta

- Marketing Director at Bioo (Green Tech)
- Marketing Manager EMEA Iberostar Hotel & Resort
- Digital Business Director of Selenta Group (Hospitality)
- Lets Bonus Customer Acquisition Manager
- Online Country Manager at Vueling Airlines
- Airlines Online Marketing Manager
- Lecturer in Digital Marketing Management and Business Communication on the Internet at ESDEN
- Lecturer in Advertising Strategy and Creativity at Ramón Llull University.
- Degree in Economics from Pompeu Fabra University.
- Multimedia Graduate from the Image and Multimedia Technology Center.

Ms. Luchena Guarner, Estefanía

- Senior Digital Consultant at AKTIOS
- Cat Salut
- Sabadell Bank
- CaixaBank (CaixaBank Consumer Finance y Caixabank Digital)
- BBVA, Línea Directa, etc...
- Graduate in Technical Expert in Graphic and Multimedia Design and Management Computing from ESERP-ESDAI University.
- Scrum Certified & Product Owner by the International School of Project Management (EIGP)
- Product Owner, Certified in Agile Project Management and SCPO (Scrum Certified & Product Owner) certification.
- Scrum Master in Digital Talent Advanced Program Agile Project Managment
- Advanced HTML+CSS Certificate and Web Design by SoftObert
- HTML5+CSS3 Responsive and Web Design Certificate by SoftObert
- Certification in Neurolinguistic Programming (NLP)

Impact on Your Career

The ultimate goal of this Executive Master's Degree in Customer Experience is to guarantee a significant impact on the professional career of the students who take it. For this reason, the teaching team that is part of this program has developed a program where the quality of the content and the direct use in the sector of all strategies and techniques used in Customer Experience is a priority. In addition, the innovative teaching methodology integrated by TECH in its programs will allow students to achieve their professional goals in an optimal manner.

TECH guides you for 12 months to get the promotion you are looking for, providing you with the Customer Experience tools and techniques you need"

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

TECH's Executive Master's Degree in Customer Experience is an intensive program that prepares students to face challenges and business decisions in the field of customer experience management. Its main objective is to promote personal and professional growth, helping to achieve success.

If the professional wants to improve himself/herself, achieve a positive change at a professional level and interact with the best, this is the place.

Do you want to increase your economic position? Grow through the most advanced program in Customer Experience.

Increase your chances of progression with a program taught by the best experts in customer satisfaction management.

Time of Change

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

Type of Change

Internal Promotion **40%**
Change of Company **38%**
Entrepreneurship **22%**
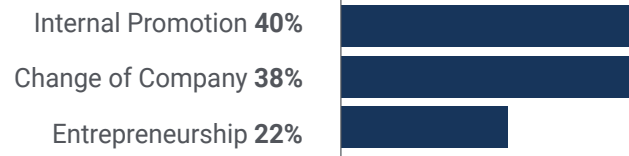
Salary increase

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

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

Benefits for Your Company

The Executive Master's Degree in Customer Experience has as its main objective to raise the talent of organizations that have in their staff professionals who are aware of the latest trends in customer satisfaction, and also incorporate them into the actions developed by the company. In this way, the company will achieve a higher degree of consumer loyalty and enhance its reputation in the industry.

Participation in this program is also a unique opportunity to access a powerful network of contacts in which it will be possible to find future professional partners, customers or suppliers.

Develop digital channels that incorporate the latest technology to facilitate fast and effective customer communication"

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.

12
Certificate

The Executive Master's Degree in Customer Experience guarantees students, in addition to the most rigorous and up-to-date education, access to a Executive Master's Degree 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 **Executive Master's Degree diploma in Customer Experience** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.
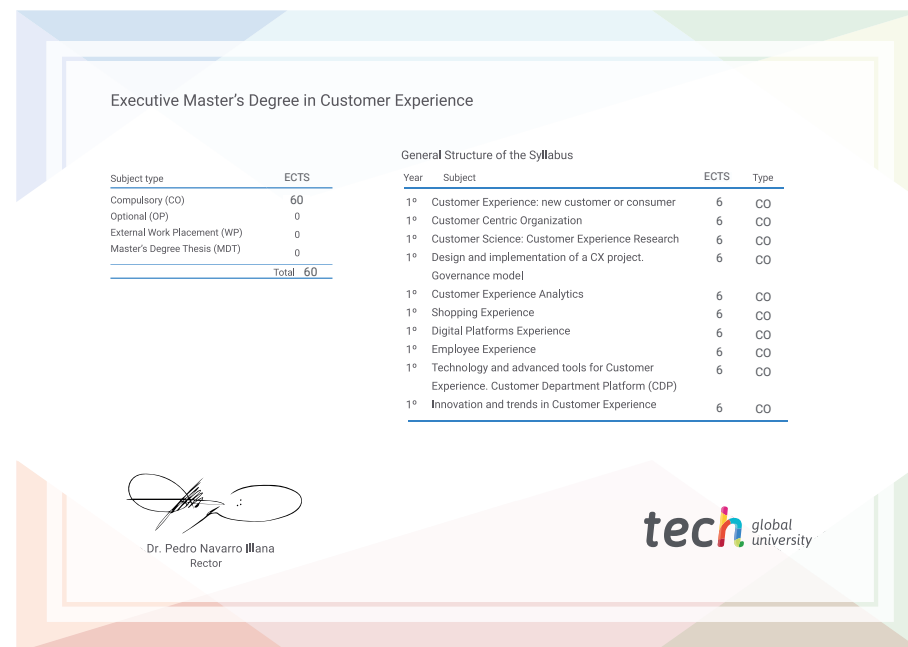
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Executive Master's Degree in Customer Experience**

Modality: **online**

Duration: **12 months**

Accreditation: **60 ECTS**

tech global university

Mr./Ms. _____, with identification document _____ has successfully passed and obtained the title of:

Executive Master's Degree in Customer Experience

This is a program of 1,500 hours of duration equivalent to 60 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Chancellor

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.   Unique TECH Code: AFWORD23S   techtitute.com/certificates

Executive Master's Degree in Customer Experience

General Structure of the Syllabus

Subject type	ECTS
Compulsory (CO)	60
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total	60

Year	Subject	ECTS	Type
1º	Customer Experience: new customer or consumer	6	CO
1º	Customer Centric Organization	6	CO
1º	Customer Science: Customer Experience Research	6	CO
1º	Design and implementation of a CX project. Governance model	6	CO
1º	Customer Experience Analytics	6	CO
1º	Shopping Experience	6	CO
1º	Digital Platforms Experience	6	CO
1º	Employee Experience	6	CO
1º	Technology and advanced tools for Customer Experience. Customer Department Platform (CDP)	6	CO
1º	Innovation and trends in Customer Experience	6	CO

Dr. Pedro Navarro Illana
Rector

tech global university

*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.

Executive Master's Degree
Customer Experience

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Credits: **60 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Executive Master's Degree
Customer Experience