## The Customer Experience Certificate Program at MSU

The field of Customer Experience (CX) is evolving into one of the fastest growing and most in-demand fields in the world. Companies delivering extraordinary Customer Experiences not only survive – they thrive.

New Customer Experience departments are popping up everywhere and the job market is exploding. Functions and roles traditionally performed by marketing, sales and operations are shifting toward new, interdisciplinary CX divisions.

To grow as a leader in this profession requires practical skills and strategic vision. This level of dexterity may have seemed out of your grasp. Until now.

### Missouri State University: The professional learning experience that "gets you there"

The Customer Experience Certificate Program at MSU powered by the Zschool is a hands-on, 4-day immersion program. You apply principles and techniques that drive CX innovation. Roll up your sleeves, solve real-world challenges and use practices developed by top companies. CX experts and professional instructors guide you through each step. During the program, you continuously build your toolset and develop your own, personalized Customer Experience Portfolio.

- Develop practical skills in the CX framework.
- Design strategies to mature your company in CX.
- Gain customer insights that result in action.
- Break down organizational silos, eliminate barriers and develop a customer-centric innovation mindset.

### Faculty: Industry leaders, professionals and educational experts

You gain direct access to the world-renowned Customer Experience faculty and industry leaders who practice the art of Customer Experience every day. Learn more about our exceptional faculty at cx.missouristate.edu.

**Join our in-classroom programs ▪ $4,995**

**TYPICAL IN-CLASSROOM AGENDA**

Each day includes breakfast and lunch.

| | | |
|---|---|---|
| Day 1 | 8:00-8:30 | Welcome and orientation |
| | 8:30-12:00 | Customer Experience Introduction |
| | 1:00-4:30 | Customer Experience Strategy |
| | 5:00-6:30 | Evening Networking Event |
| Day 2 | 8:30-12:00 | Your Customers, Their Journey |
| | 1:00-4:30 | Accelerate & Improve with Data |
| Day 3 | 8:30-12:00 | Customer-Focused Innovation |
| | 1:00-4:30 | Customer Relationship Building |
| | 4:45-8:30 | Evening Dinner Event |
| Day 4 | 8:30-12:00 | Customer First Culture |
| | 1:00-4:30 | Navigating Politics of Change |

## Register at cx.missouristate.edu          314-828-5564

# The Customer Experience Certificate Program Summary

No other program delivers like Missouri State University. Break away from the daily routine; immerse yourself in real-life challenges, expert thought leadership, strategy sessions, innovation frameworks and customer-focused cultures. Learn more at cx.missouristate.edu.

## Program Part 1: CX Basics

**MODULE 1: CUSTOMER EXPERIENCE INTRODUCTION**

In this introductory module, you'll learn the concept of CX, study the basics of Customer Experience, understand what makes a "beloved brand" and consider why businesses fail through poor experiences.

- Reflect on your own experiences as a customer with beloved brands.
- Identify key elements to amazing experiences and powerful failures.
- Examine leaders and laggards, and discover how your company stacks up against the competition.

**MODULE 2: YOUR CUSTOMER EXPERIENCE STRATEGY**

Learn the value of a well-executed Customer Experience strategy; how it can lead to enormous rewards, higher customer engagement, reduced churn, increased revenue and greater employee satisfaction.

- Discover the elements that comprise an effective and strategic Customer Experience plan.
- Develop and discuss a clear Customer Experience vision for your own organization.
- Create the critical goals and roadmap to help reach your Customer Experience vision.

**MODULE 3: YOUR CUSTOMERS, THEIR EXPERIENCE JOURNEY**

Customer Experience Journey Maps are foundational instruments for capturing customer's interactions, both emotionally and cognitively, with your brand. Use these strategic tools to communicate, analyze, plan, manage, innovate and demonstrate ROI.

- Develop insightful customer personas and stories that promote cultural empathy and impact decisions.
- Identify critical customer views of interactions throughout multi-channel touch points.
- Use journey maps to capture experiences and emotions, and improve the lives of your customers.

**MODULE 4: ACCELERATE & IMPROVE DECISIONS WITH DATA**

Gain approval and keep CX initiatives alive by connecting the dots between your customers' perceptions and cost of reality. Tie service delivery, churn rates, average handling times and acquisition costs to cost savings, ROI and wallet share.

- Explore leading practices and measurements that drive ongoing businesses improvements.
- Link customer perceptions with operational costs and profitability.
- Discover the most relevant, actionable metrics for your organization to achieve desired business results.

## Program Part 2: Your CX Organization

**MODULE 5: CUSTOMER-FOCUSED INNOVATION**

Innovating on behalf of your customers doesn't start with a problem statement – it starts with your customers. Learn to invoke passion through empathy techniques and storytelling, to break through barriers and close the "knowing-doing" gap.

- Learn the strength of storytelling and apply emotional strategies that support innovation.
- Use customer insights to instill a better understanding throughout your organization.
- Break through walls to gain innovation victory on behalf of your customers.

**MODULE 6: PRINCIPLES OF CUSTOMER RELATIONSHIP BUILDING**

Customer Experience is multi-faceted and relies on the strong relationships you build with your customers. Use the Customer Relationship Development Model to identify and define core elements to build relationships and improve overall experiences. Through collaboration and ideation, you create a maturity matrix specifically for your business.

- Apply modern ideation and relationship building models.
- Develop your own Customer Experience based Customer Relationship Maturity Matrix.
- Discover essential elements and apply the Technology Framework for CRM and Customer Experience.

**MODULE 7: CUSTOMER FIRST CULTURE**

Today, the customer is almighty. Now is the time to educate yourself and your workforce to create a customer-first culture that positions you for the greatest, long-term success. This isn't "blowing up" the culture you already have – it's embracing what you have and acting together to make a difference in how customers perceive your brand.

- Accept the reality that your Customer Experience will never exceed your employee's experience.
- Engage the hearts and minds of your people.
- Define "how to work together" to deliver your brand promise and great Customer Experiences.

**MODULE 8: CUSTOMER EXPERIENCE IN YOUR ORGANIZATION - NAVIGATING POLITICS OF CHANGE**

Change is hard, people are resistant and the market is becoming more fiercely competitive every day. Organizations must quickly evolve or be left behind. It takes a special leader to navigate these waters and get your entire organization marching to the same drummer. Arm yourself with these indispensable leadership skills.

- Discover how to drive adoption across your entire organization.
- Successfully jumpstart your role by gaining quick wins and bring others along with you.
- Become a successful change-agent for experience-first thinking and inspire change.

## Stand Up as a Leader... with Your CX Certificate from MSU

Your Missouri State University Customer Experience Certificate Program offers you an extraordinary opportunity to immerse yourself in an intensive, collaborative learning environment to reach your goals. Walk away with confidence knowing you're prepared to be heard. Experiencing is believing. Experience the Customer Experience Certificate Program at Missouri State University for yourself. Enroll today at cx.missouristate.edu.

# Our Faculty and Leadership Board

Our leadership team sets us apart. From best-selling Customer Experience authors and strategists, to Chief Customer Officers, all are experts and practitioners in their field. View the complete bios of our Faculty and Leadership Board at cx.missouristate.edu.

### CAROL BUEHRENS

Carol is the author of 'Happy RAVING Customers!' and is a leading Customer Experience expert. Currently the head of Customer Experience Strategy at ICW Group Insurance Companies, she has over 30 years of leading CX efforts for major companies such as Liberty Mutual, Northrop, McDonnell-Douglas, Bechtel, GE, and Mercury Marine.

### MICHAEL TRUETT

Michael is Head of Customer Success and Engagement Operations at Newsela, and oversees strategic direction of all critical Customer Experiences, including product adoption, customer service satisfaction and revenue increase through up-sell opportunities. Previously, he served as the Managing Director of Global CX and Operations for the New York Times.

### JEN GLOSS

As Vice President for AssetMark, Jen leads CX process improvements and develops strategic solutions to drive business productivity and profitability. Previously, Jen was the Senior Vice President at LPL Financial, steering the Client Experience group, focusing on advisor education and the direction of new programs and services.

### DONNA PEEPLES

A recognized Customer Experience leader, Donna is President and Chief Customer Officer at Pypestream. A strategic pioneer with a keen market sense and dynamic record of driving sustainable growth, Donna works with global corporations to define objectives and visions in a way that inspires imagination.

### JC QUINTANA

JC is the author of 'Serious Relationships' and 'Speaking Frankly About Customer Relationship Management'. His focus is on growing strong business relationships. As the Executive Facilitator at DXC Technology, he leads strategic sessions to help clients envision their digital and Customer Experience roadmaps for ultimate business success.

### ANGELA STELLE

Angela is the Head of Customer Experience at Dun & Bradstreet, where she has also served as Marketing Leader, Chief of Staff, and Global Operating Team & Leader of Business Resilience. Prior to this, Angela has led marketing and advertising teams for various large companies, including Verizon and Ziff Davis.

### ERICH DIETZ

Erich is the Vice President of Worldwide Strategic Accounts for InMoment, where he leads the Customer Experience Management & Voice of the Customer programs. He works with clients to enhance revenue generation, cross-channel service alignment, operational efficiency, customer retention, grow loyalty and brand advocacy.

### JP SAINI

As Chief Information Officer for TRC, JP focuses on leveraging technology to digitally transform business & support profitable growth through improving Customer Experiences. JP is passionate about the mix of CX and technology and the impact of ensuring infrastructure is reliable, maintainable, scalable, flexible, and secure for all customers.