

Find Your Road to Excellence
at Missouri State University


Customer Experience
Certificate Program

Your ROI
Toolkit

Missouri State[®]



...Use This Useful ROI Toolkit



... to help you select the right program for you and your organization. Set goals and define your timeline. Juxtapose your organization's investment with the benefits you receive from attending the Missouri State University Customer Experience Certificate Program!

Make the most of your Customer Experience Certificate Program and provide tangible value to your company.

Find Your Return on Investment inside...

Learn more at cx.missouristate.edu

314-828-5564

Powerful Reasons to Bring Your Team!

Change When teams learn together, it can bring an immediate shift and positive impact to your organization.

Seamless Everyone will be on the same page and can immediately employ their new skills back in the workplace.

Cost It's efficient educating groups at the same time - you will benefit with substantial enrollment discounts!

Collaboration Your team solves problems together, achieving specifically defined goals that reinforce learnings.

Focus Group activities can be centered on your own challenges and resolutions can be worked out as a team.

Direct Each employee learns and works on activities first-hand; no "post training" knowledge-transfers.

Consistent The entire team understands how to use new tools and templates for a more cohesive and unified approach.

ROI: Cut costs by empowering teams.



Key Benefits for Your Organization



Brand Understand what makes a brand beloved, how to get there, and the leaders and laggards in your industry.

Vision Create your own vision to propel your company as a leader in Customer Experience.

Strategy Create your organizational approach with your own planning document you can put to use immediately.

Roadmap Design your path to drive change, with goals and objectives that are achievable and measurable.

Leadership Capitalize on best practices, methods and techniques, delivered by CX executives known for their success.

Journeys Illustrate what your customers are experiencing, dive into touchpoints, and learn why perceptions are key.

Action Dig through data to make analytics actionable, identify trends, and influence others with facts, not fiction.

Culture Connect the hearts of employees, define relationships and learn what it takes to strengthen loyalty bonds.

ROI: Raving customers grow business!

Design Thinking

How do YOU Rate?

Check the boxes that are TRUE for your company. Can you get all six? *Take the full assessment during our program!*

- We have a defined customer experience vision that everyone in the organization “gets” and operates by.
- We focus on our customers, in every project we work on and services we provide.
- We use customer feedback for all of our products and services.
- We know the true cost and brand impact of poor customer experience.
- Customer data is accessible by everyone in our organization - and we know why that is important.
- We are obsessed about our customers - we measure our own success by theirs and use this as merit increase metrics.

ROI: Baseline and know your gap spend.

Compare Programs for the Missouri State University



Educational Requirements

	Yes Missouri State University	Other program ?
Program backed by recognized academic University?	✓	
Content reviewed and updated for every program?	✓	
Hands-on, activity-based learning?	✓	
Exercises applied to your case studies and processes?	✓	
Customer Experience skills reinforced?	✓	
Teambuilding activities infused throughout?	✓	
Materials and templates to take back to the office?	✓	
Customer Experience Professional Toolkit included?	✓	
Strategic Organizational Plan as Capstone Project?	✓	
Continued mentoring by respected Leadership Board?	✓	
Self-paced online via robust Learning Portal?	✓	
Ability to customize for teams and organization?	✓	

ROI: Make educational budgets count.

Are You On The Right Road?

Align Your Business Goals

Lead the industry and promote growth

Set a clear vision for the organization

Have customers love and recommend your brand

Win consistently over the competition

Give employees a real sense of purpose

Know how customers feel about each interaction

Know why customers leave, and get them back

Develop a clear roadmap to make goals a reality

Gain employees' support for business strategy

Collect customer-relevant data and take action

Lead the DT revolution at your company

Importance to business? 1 -10	When do you need completed?
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ROI: Save by aiming at the true target.

Ask Your Boss Justification Letter

Dear [Approving Executive],

I'd like to attend the professional Customer Experience Certificate Program at Missouri State University. I'm sure you'll agree that my participation in this program will be a great investment for our company. Here's why:

- First of all, this is a real, university-backed program – not a seminar or conference. That means that I'll be trained in a unique, hands-on, activity-filled learning environment!
- I'll learn from top executives and leaders who are selected because of their impact and expertise in Customer Experience
- Throughout the program, I'll work on my Capstone Project, which is our own CX Organizational Plan! I'll have this ready for us to use – it will give us a huge head-start on our initiatives (and on our competition).
- Customer Experience is a tool for strategic and sustainable growth. I'll gain insight into where we are as a company in the Maturity Scale and what it will take for us reach the next levels in today's business climate. We don't want to become a “laggard” and lose financial growth!
- A strategic vision is important for us to achieve our future aspirations. I'll develop this as well as tactical goals and objectives to “get there”. I'll also build our roadmap to success so that we can start to lead our industry in customer experience.
- Tools and best practices will be presented in clear terms that I can bring back to our company. I'll learn to develop Personas, Journey Maps, Empathy Stories and how we can employ these to innovate. We can put these types of tools to use immediately to help our entire organization.

Ask Your Boss Justification Letter

- Our culture is everything! I'll learn what it takes to help our employees become more customer focused, and to help our teams develop really great spirit-building programs!
- As you know, our company often grapples with how we define customer relationships. I'll learn to define, build and strengthen those relationships to ultimately improve our bottom-line.
- Data collection is one thing, but analyzing, understanding and using it to invoke real action is another thing entirely. I'll learn to accelerate and improve decisions by presenting data in such a way that it tells the right story for the right reasons, to the right people so that they understand!
- Lastly, successfully changing, and making the change last in a way that we achieve financial gain and ROI, takes planning and managing. That's why I'll use real tools for assessing roles, responsibilities, processes, and interpersonal relationships, threats and opportunities, and project management techniques.

By the end of this program, I'll have gained my Customer Experience Certificate! We've all been working so hard the past few months and this is a GREAT way for me to get inspired to produce at an even higher level. I'm sure you'll agree that this program is well worth the money.

What's even better is that we can save big \$\$ if we enroll four or more of our employees. Can you imagine our entire team with Missouri State University Customer Experience Certificates? That would be news worth publishing!

(Just think about our competitor's faces when they read that!)

ROI: A program well worth the money.



Choose Your Path at Missouri State University!



Customer Experience Certificate Program

Take the right road

Make the most of your educational investment. Calculate your ROI savings and register at Missouri State University

TODAY!

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