

## Customer Experience Certificate Program UW-Parkside for Executive Education

Customer Experience is a means to an end. It is a strategy for sustaining a competitive advantage. When it comes to Customer Experience, you aspire to stand out from the others; you aim to be better and more valuable than your competition. Reaching this level of dexterity may have seemed out of your grasp.

Until now.

### UW-Parkside Executive Education: The professional learning experience that “gets you there”

The Customer Experience Certificate Program at UW-Parkside Executive Education is offered both in-classroom and online. Immerse yourself in hands-on activities as you apply principles and techniques to drive Customer Experience innovation. Roll up your sleeves to solve real-world challenges and use practices developed by top companies, while Customer Experience experts guide you through every step. Throughout the program, you build your toolset and develop your unique, personalized Customer Experience Portfolio.

- Develop strategies applying to your business.
- Break through silos to bring your organization together on behalf of your customers.
- Eliminate barriers and develop a customer-centric innovation mindset.
- Gain customer insights and turn ideas into action.

### Faculty: Industry Leaders, Professionals, and Experts

You gain direct access to the world-renowned faculty. They are industry leaders who practice the art of Customer Experience every day.

Learn more about our exceptional faculty at [cx.uwp.edu](http://cx.uwp.edu).



JOIN OUR IN CLASSROOM PROGRAM - \$4,995

#### SAMPLE SCHEDULE

Day 1	8:30-9:00	Welcome and Orientation
	9:00-12:00	Customer Experience Strategy
	1:00-4:30	Your Customers
Day 2	9:00-12:00	Customer-Focused Innovation
	1:00-4:30	Customer First Culture
Day 3	9:00-12:00	Customer Relationship Building
	1:00-4:30	Customer Experience
Day 4	9:00-12:00	Improve Decisions with Data
	1:00-4:30	Customer Experience In Your Organization

## Customer Experience Summary

No other program delivers like UW-Parkside Executive Education. You're broken away from the daily routine; immerse yourself in real-life challenges, expert thought leadership, strategy sessions, innovation frameworks, and customer experience cultures. Learn more details about the Customer Experience Certificate Program at UW-Parkside Executive Education, including takeaways and learning objectives, at [cx.uwp.edu](https://cx.uwp.edu).

### Module 1: Your Customer Experience Strategy

Learn about customer experience and why skillfully executing experience strategies lead to enormous rewards. When integrating customer experience into your organization, you'll achieve 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 2: Your Customers, Their Experience Journey

Customer Experience Journey Maps are arguably the most important instrument for capturing your customer's true interactions, emotionally and cognitively, with your company's brand. Discover your customers and their experiences, and use these strategic tools for communications, analysis, planning, management, and innovation.

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

### Module 3: Customer-Focused Innovation

Customer-Focused Innovation is the perfect blend of theory, practice, strategy and invention. Innovating on behalf of your customers doesn't start with a problem statement – it starts with your customer. Learn to use empathy techniques to break through the culture barrier at your company, and close the “knowing-doing” gap.

- Apply creative strategies that support innovation.
- Gain insights to understand the needs of your customers.
- Work to improve customer experience while adding value they'll rave about.

### Module 4: 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, longest-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 your brand is perceived.

- Accept the reality that your customer experience will never exceed your employee experience.
- Engage the hearts and minds of your people.
- Define “how to work together” to deliver your brand promise and great customer experiences.

## Module 5: 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 6: Customer Experience Functional Alignment

Show the value of customer experience strategies and programs and tie the benefits directly to business operations and profits to ensure success. Collaborate with peers and organizations to implement programs that benefit your customers while maintaining financial and operational commitments.

- Assess the value of customer experience in connection to nine foundational business building blocks.
- Eliminate program silos and break down barriers.
- Establish Customer Experience Advisory and Leadership models that align to business growth.

## Module 7: Accelerate & Improve Decisions With Data

Customer Experience initiatives fizzle quickly if you don't connect the dots between your customers' perceptions, touch points, service delivery, cost savings and ROI. Customer churn rates, share of wallet, Net Promoter Scores, average handling times, and cost of acquisition, can and need to tie to your bottom line.

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

## 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.

# Distinguish Yourself as a Leader... with Your Certificate from UW-Parkside Executive Education

Your UW-Parkside Executive Education Customer Experience Certificate provides you the differentiating factor. It proves that you have completed all modules as well as the cumulative Capstone Project. You walk away with confidence and your own, professional CX Portfolio.

## 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 in their field. View the complete bios of our Faculty and Leadership Board, at [cx.uwp.edu](http://cx.uwp.edu).



### CAROL BUEHREN

Carol is the author of 'Happy RAVING Customers!' and is a leading customer experience expert. She has a wealth of skills and expertise to draw from, constructing customer experiences for over 30 years for major companies such as Liberty Mutual, Northrop, McDonnell-Douglas, Bechtel, GE, Mercury Marine, and ICW Group Insurance Companies



### JEOFREY BEAN

Jeofrey is the author of 'Customer Experience Rules!' and co-author of 'The Customer Experience Revolution- How Companies like Apple, Amazon, and Starbucks Have Changed Business Forever'. As a leading customer experience and marketing expert, he excels at helping companies determine, develop and deliver great experiences



### DONNA PEEPLES

A recognized Customer Experience leader, Donna was the first Chief CX Officer at AIG and current president of Motivated. She is a pioneering, strategic thinker with a dynamic record of driving sustainable growth. She works with global corporations to define objectives and vision in a way that inspires imagination.



### JC QUINTANA

The author of 'Serious Relationships' and 'Speaking Frankly About Customer Relationship Management', JC focused on business relationship success. He is a fervent believer in the importance of winning and keeping customers, employees, and business partners through similar relationship-building strategies.



### DON FERTMAN

Don is the Chief Development Officer for Franchise World Headquarters, the service company for Subway and affiliated brands. He oversees all departments handling the franchise development pipeline, Advertising, Marketing, Sales, Real Estate, Store Design, Site Development and Non-Traditional locations.



### JEANNE BLISS

Jeanne is the author of 3 best-selling Customer Experience books and has pioneered the role of the Chief Customer Officer for over 20 years at Lands' End, Microsoft, Coldwell Banker and Allstate Corporations. As President of CustomerBliss, she guides the C-Suite around the world on earning business growth by improving customers' lives.



### BOB THOMPSON

Bob is the author of 'Hooked On Customers: The Five Habits of Legendary Customer-Centric Companies' and CEO of CustomerThink Corp, focusing on customer-centric business management. As Founder/Editor-in-Chief of CustomerThink.com, he fosters the world's largest community dedicated to customer-centricity.



### BOB TAYLOR

The Chief Customer Officer for Samsung SDS America, Bob leads innovation efforts with clients to ensure their success. Excelling in framing business issues and identifying technology best practices, he develops leading edge solutions that ultimately result in exciting and engaging customer interactions.



## KRISTIN GUTHRIE

Kristin is the Vice President, Customer Experience for the Air Transport (AT&R) at Honeywell Aerospace, responsible for driving innovative solutions. For over 20 years, she has led sales and marketing organizations across a variety of industries, including retail, consulting, home security, consumer electronics, and aerospace.



## ANGELA STELLE

Angela is the Global 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, she has led marketing and advertising teams for various large companies, including Verizon and Ziff Davis.



## GARY TUCKER

As CEO of DealerRater.com, Gary employs customer experience strategies to grow to the world's largest online rating service in the car industry. Prior to joining DealerRater.com, Gary spent 12 years at J.D. Power and Associates as Senior Vice president of global product management and marketing.



## ROBERT BERGMAN

Robert is Partner and Director of UX and Product Management at Black Light Design (BLD). Utilizing a deep knowledge of UX, Robert manages product development for industry-leaders, including BitTorrent, Cablevision, Comcast, DIRECTV, HBO, Lenovo, LPL Financial, Time Warner Cable.



## DESIRREE MADISON BIGGS

Desirree leads CX and NPS Programs at Airbnb. She has spent over 15 years as a customer experience and advocacy leader, and is passionate about managing high-performing teams to create global programs designed to drive increased customer loyalty and employee engagement.



## CURTIS BINGHAM

Curtis is founder and Executive Director of the Chief Customer Officer Council, the first peer-led advisory group for CCOs, and President of Predictive Consulting Group, Inc. He authors 'The Bingham Advisory: Strategic Advice for the Chief Customer Officer, CEOs, and Boards of Directors.'



## JORDAN ZIMMERMAN

Jordan is Founder, Chairman and architect of Zimmerman Advertising, the 14th largest agency in the world, representing such great brands as CBS, Chico's, Saks Fifth Avenue, Lucky Brands, La-Z-Boy, Papa Johns, White House Black Market. In 2015, Jordan cofounded zSchool, advancing university offerings with world-class executive education.



## JEN GLOSS

As a Senior Vice President of LPL Financial, Jen provides visionary leadership for LPL's independent financial advisors. With more than 20 years of experience, she steers the Client Experience group, focusing on advisor education to drive branch office growth and productivity, and the direction of new programs and services.

## Getting there - with the UW-Parkside Executive Education Customer Experience Certificate Program

Experiencing is believing. Experience the Customer Experience Certificate Program at UW-Parkside Executive Education for yourself. The CX@UW-Parkside Executive Education program offers you an extraordinary opportunity to immerse yourself in an intensive, collaborative learning environment to reach your goals. Enroll today.