



Schulich
School of Business
Executive Education Centre



Don't miss the registration deadline!

Register for an Upcoming Session:

June 10 - 12, 2020

Register by May 27, 2020

Achieving Excellence in Customer Experience (CX) Management

Learn the skills to manage CX for maximum competitive advantage, and build the organizational capacity for delivering sustained CX excellence.

Added benefits of this SEEC program include:

Develop a concrete plan during the program to address a specific CX challenge you're facing

Receive a free personal and organizational customer experience capacity assessment

Optional post program field trip provides a deep dive into to a real-life CX implementation

Optional quarterly round table and one-to-one follow-up with instructor to share experiences



What Participants Say About SEEC Programs:

"I valued the combination of theory and hands-on application of the strategies provided to us."

Jacqueline McAskill,
Product Manager
LCBO

"The course is well-structured with enough material to provide in-depth knowledge, as well as methods to apply the material taught."

Sharma Munish,
Process Improvement Manager
Loblaws Companies Ltd.

"This course will truly help improve the way I manage my team in the future."

Karen Leung,
Operations Manager
Shoppers Drug Mart

"Great content - presented in an easy to understand format with enough challenges/activities to help really bring the message home."

Ron Kornblum,
Director
Walmart



21 PDUs



21 CPD

Register Today / Complete Details

<https://seec.online/12664>



Schulich
School of Business
Executive Education Centre



The capacity to consistently deliver good CX is critical to the sustained growth of a business.

Simply put, customer experience is the impression your business leaves with customers at every point of contact, across every stage of their relationship with you. A positive experience builds brand loyalty and affinity, and contributes to your bottom line by creating brand advocates who increase their lifetime value (LTV) and evangelize your products and services to others.

Managing the customer experience has emerged as a key strategy to gain competitive advantage in today's hyper competitive marketplace, especially in the B2C sector. This program is designed to build organizational capacity to nurture long term customer relationships by optimizing and aligning interactions to exceed expectations. It will furnish participants with the knowledge, insights and skills required to quickly and effectively formulate, implement and manage a framework of ongoing customer experience excellence.



Top Take-Aways

1. Understanding why CX is a strategic imperative
2. Understanding the impact of CX on organizational performance
3. Quantifying the ROI for customer experience excellence
4. Cultivating the capacity to go beyond best-practices to next-practices
5. Ensuring the brand experience is consistent with the brand promise
6. Eliminating performance variance across channels, locations, touchpoints
7. Connecting core organizational beliefs to a focus on customers
8. Putting the human being at the centre of design
9. Moving beyond surveys into gaining customer insights
10. Becoming a CX leader and champion

Who Should Attend

This program will benefit managers, directors and VPs who seek to develop the organizational capacity to differentiate their business from the competition through exceptional CX. It is perfect for all areas, including:

- Retail
- Operations
- Human Resources
- Information Technology
- Marketing
- Finance
- Contact Centres
- Processing Centres

Participants will also benefit from:

Simulation, case studies and group work based on real world challenges;

Real life examples of excellent and not-so-excellent implementations;

Learning how to identify and model the application of new technologies;

Exercising agile innovation to develop real life next practices.

Overview of Learning

Pillars for a Culture of Excellence

- Understanding the belief systems & values of a culture of excellence
- Learning the conditions of an organization that is ready to deliver CX excellence

Current & Future Trends in CX Excellence

- Recognizing the impact of customer expectations on systems, process, and technology
- Creating greater prominence for CX strategy in organizational performance

The Model for Governance of CX Excellence

- Integrating employee and customer engagement as an imperative of governance
- Designing and managing for continuous CX improvement

Principles of Human Centric Design in CX Excellence

- Aligning CX design with segmented journeys
- Designing with the employee and customer at the center of CX excellence

A Construct for Operations of CX Excellence

- Achieving CX excellence across locations, channels, touchpoints
- Identifying the critical enablers of CX Excellence

Roles & Responsibilities for Delivery of CX Excellence

- Achieving CX excellence through the frontline management and leadership

There's more! Continues online...

Register Today!

Dates & Locations:

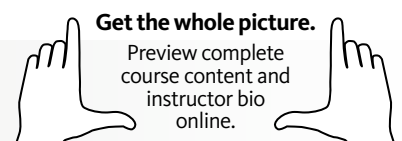
June 10 - 12, 2020
 Register by **May 27, 2020**
 Executive Learning Centre

Registration Fee:

\$2,950 + applicable taxes

Registration Details:

- Tuition includes teaching materials, lunches and refreshments, but not accommodations
- A corporate rate is available at partner hotels
- Programs run from 9:00 a.m. to 4:30 p.m.
- Modules, speakers, topics, dates, fees, and locations are subject to change
- Complete registration details at seec.online/FAQ



Complete Details / Register Today

<https://seec.online/12664>

Tel.: 416.736.5079 | 1.800.667.9380
 or email exceedinfo@schulich.yorku.ca