



Schulich
School of Business
Executive Education Centre



Online
Virtual
Classroom

**Register for
an Upcoming
Session:**

Achieving Excellence in Customer Experience (CX) Management

Learn the skills to lead and 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

Case studies will provide 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

6 half-day sessions
over 2 weeks:

July 12, 14, 16, 2021 +
July 19, 21, 23, 2021
(10:30 am - 2:30 pm
each day)

**Featuring the new,
secure ZOOM video-
conferencing platform.**

You'll benefit from:

- Multi-modal delivery of materials
- Engaging activities and interactive exchanges
- Breakout discussions with the instructors and your fellow participants

Bonus!

Receive a free personal innovation assessment and organizational customer experience culture assessment in an **optional post-program assessment follow-up session.**

Date TBD with the instructor: (12:00 - 1:00 pm)

What Participants Say About SEEC Programs:

"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/13167>



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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, brand advocacy and brand evangelists. These increase the lifetime value (LTV) of existing customers while growing the number of new customers with less investment requirements.

Leading and 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. It has gained an even greater significance as companies react to the ongoing challenges and implications of the global pandemic.

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. Prioritizing CX investments based on impact analysis
5. Cultivating the capacity to go beyond best-practices to next-practices
6. Ensuring the brand experience is consistent with the brand promise
7. Eliminating performance variance across channels, locations, touchpoints
8. Connecting core organizational beliefs to a focus on customers
9. Putting the human being at the centre of CX design
10. Moving beyond surveys into gaining customer insights
11. 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
- IT
- 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.

Move from playing CX whack-a-mole to becoming a CX maestro!

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...

Dates & Locations:

6 half-day sessions over 2 weeks:

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Online in the Virtual Classroom
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Registration Fee:

\$2,950 + applicable taxes

Complete registration details:

sec.online/FAQ

Technical Requirements:

sec.online/techreq

Get the whole picture.
Preview complete course content and instructor bio online.

Complete Details / Register Today

<https://sec.online/13167>

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