UC **SANTA BARBARA | EXTENSION**
Professional and
Continuing Education

In partnership with
Z school

Customer Experience
Certificate Program

Advance your customer experience strategies with UCSB PaCE and Zschool

The field of Customer Experience (CX) has evolved into one of the most in-demand fields in the world. Dive into thought leadership, discussions, innovative frameworks and customer-focused cultures. Then, distinguish yourself with your certificate from UCSB PaCE.

Online, at your own pace

Create a schedule that works for you and complete the course at your convenience. You can earn your certificate in under 32 hours!

Brought to you by industry leaders

Gain access to world-renowned leadership – CX professionals and experts who practice the art of CX every day.

Relevant techniques, applied to your own projects

During the 8-module CX Program, you work on your own projects and use best practices developed by top companies. Experts and professional instructors guide you through each step. Your projects are reviewed, and mentoring is provided. Throughout the program, you continuously build your toolset and develop your own, personalized CX Portfolio.

Included program extras

- Reusable worksheets, templates, & workbooks.
- Strategic CX Organizational & Advocacy Plans.
- Actionable maturity assessment for your company.
- Personas & Journey Maps Workshop booklet.
- Customer-First Culture Workshop booklet.
- Personal CX toolkit & portfolio of best practices.

Register at zs.professional.ucsb.edu   805.395.9770

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1 Introduction to CX

Learn the concept of customer experience and reveal both great and poor experiences. Uncover the essential elements that draw us in and keep us coming back to our beloved brands. Complete a score card to compare your brand against the competition.

2 CX Strategy for Success

Discover why CX is essential to business strategy. Perform an assessment and prioritize areas to mature and drive adoption. Create your vision and goals for insights, engagement, efficiency, revenue, retention, and greater employee satisfaction.

3 Your Customers, Their Journey

CX Journey Maps are arguably the most important tool to have in your arsenal. Discover your customer's touchpoints, emotions, brand proof points and more. Unlock the power of journey maps to analyze, plan, communicate, innovate, and transform.

4 Improve Decisions with Data

Connect the dots between your customers' perceptions, sentiments, service delivery, costs, churn rates, share of wallet, average handling times, cost of acquisition, and more. Then, define actionable metrics that drive your desired business results.

5 Customer-focused Innovation

Bring teams together to innovate on behalf of your customers. Employ empathy-powered stories and techniques to bust down silos and culture barriers. Close the "knowing-doing" gap via a perfect blend of theory, practice, strategy, and invention.

6 Customer Relationship Building

CX is multi-faceted and relies on building strong relationships with your customers. Identify and define core elements to build relationships and improve overall experiences, then create relationship matrixes specifically for your business.

7 Customer First Culture

It's a proven reality that your customer experience will never exceed your employee experience. Learn how to position your company for greater success by engaging your team's hearts and minds and bringing them together for amazing experiences.

8 Navigating Politics Of Change

Change is hard and people are resistant. Discover how to drive adoption across your entire organization by arming yourself with indispensable leadership skills. Become a successful change-agent for experience-first thinking and inspire positive change.

Capstone: Build your strategic CX Capstone Project

Throughout the program, you work on your very own CX Strategic Organizational Plan and your professional CX portfolio. Once complete, this toolkit helps you drive Customer Experience throughout your organization's DNA.

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Learn how to focus on bringing innovative concepts to life when you step into the future of Executive Education with Zschool. Traditional learning approaches don't capture the interdisciplinary demands of today's executives. That's where Zschool comes in.

The Zschool Difference

Our programs are for professionals who want to enhance their ability to reach their goals. Courses typically combine several different fields of study and offer you unique opportunities to broaden and deepen your knowledge and skills.

By combining the academic rigor of a university with the real-world practicality of generating ROI, our enriched programs cast you into real-world situations. You'll develop strategies and roadmaps and make complicated decisions applicable to your own work environment.

In addition to role-playing and simulations, you create your own executive portfolio with customized templates that you can use immediately in your workplace. You complete a Capstone Project designed to apply your knowledge and reinforce what you've learned throughout the program.

Executive Education Expert

Zschool's network of Executive Education experts are also industry leaders in their field. They consult with many of the world's top universities. They provide strategic guidance and advice to leading corporations on cutting-edge topics relevant to business growth. As expert coaches, they lead you step-by-step through the complicated maze of new frameworks, strategy models, and innovative design concepts.

Helping Your Business Achieve the Next Level

Zschool can work with your staff to design curriculum unique to your organizational needs. From building industry specific case studies to developing customized in-house training programs, learn how your company would benefit from the world-class offerings provided by Zschool.

For more information visit zschool.com

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LEARN
CREATE
IMMERSE
REFLECT
CHALLENGE
GROW
IMPLEMENT
LEAD
DRIVE
STRATEGIZE
MOTIVATE
INSPIRE

Enroll in UCSB PaCE online learning to generate new ideas, start conversations, and develop solutions to help your company lead the industry and become more profitable.

Contact us to learn how you can begin your journey with the UCSB PaCE Engineering Leadership Certificate Program today!

CALL US TODAY
805.395.9770