



Leeds School of Business
UNIVERSITY OF COLORADO **BOULDER**

CUSTOMER EXPERIENCE Certificate Program

Professional Online Learning to Transform Your Life



Advance your CX strategies with CU Boulder, Leeds School of Business

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

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 instructors and leadership – 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

303.218.3399

www.cuboulder.education

POWERED BY





Professional Online Learning to Transform Your Life

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 your 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 in your arsenal. Discover touchpoints, emotions, brand proof points, and more. Unlock the power of journey mapping to analyze, plan, communicate, innovate, and transform.

4

Improve Decisions with Data

Utilize data to bridge the gap between customer perceptions and actionable metrics that impact your business. Discover how surveys can deepen your insights into customer satisfaction, fostering positive changes in the customer experience.

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.

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.