

PROFESSIONAL ONLINE LEARNING TO TRANSFORM YOUR LIFE



USF Customer Experience Certificate Program –Online

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.

Your own pace in your own space

Enjoy the benefits of online learning. Create your own schedule and complete the course at your convenience.

Industry leaders, professionals & educational experts

Gain direct access to the world-renowned faculty –industry leaders who practice the art of customer experience every day. Learn more about our exceptional faculty at cxatusf.com

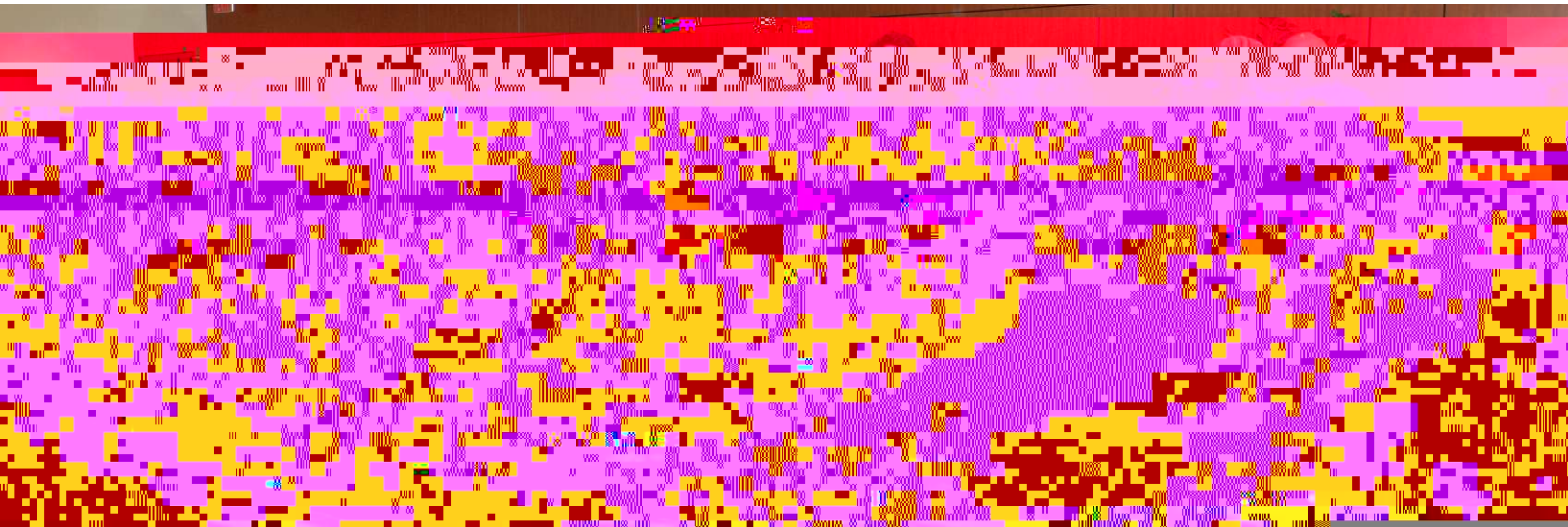
No other program delivers like USF Muma College of Business online. You're broken away from the daily routine; immerse yourself in real-life challenges, expert thought leadership, strategy sessions, innovation frameworks, and customer experience cultures. Learn more details about the online Customer Experience Certificate Program at USF including takeaways and learning objectives, at cxatusf.com

Discover the concept of customer experience and the definition used throughout this program. Find out what makes great experiences and poor experiences. Uncover the essential elements that draw us in and keep us coming back to our beloved brands.

- Identify customer experience leaders and laggards.
- Discuss what sets experiences apart, driving you to advocate for the winners and jeer for the losers.
- Create your comparison scorecard to identify critical elements that set leaders apart from the rest.

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.

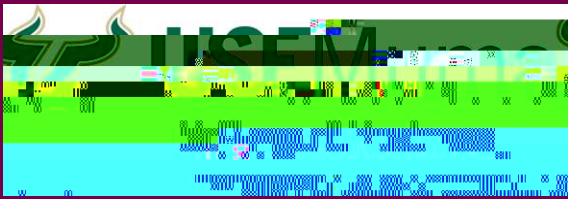
- Discover the elements that comprise an effective and strategic customer experience plan.
- Develop and discuss a clear customer experience plan.





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 mos



PROGRAM SUMMARY

MODULE 7: 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 8: 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.

Lead the CX Movement with Your Certificate from USF-Muma

Your USF Muma Customer Experience Certificate provides you the differentiating factor. It proves that you have completed all modules, as well as the cumulative Capstone Project. You'll walk away with confidence and your own, professional Customer Experience Portfolio.

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 cxatusf.com



Carol Buehrens

Carol is the author of 'Happy RAVING Customers!' and is a leading CX 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 ICWG M2 Global.



