

Developed in partnership with:



PennState
Smeal College of Business



CUSTOMER EXPERIENCE STRATEGY

In today's hyper-competitive business environment, many organizations now compete on the basis of customer experience. It's no longer just about the quality of the products or services you can provide, but the full end-to-end experience that your organization is delivering to customers.

Bringing customer experience strategy front and center will provide your organization an opportunity to gain a competitive advantage if you can learn to manage your customer experience better than your competitors can.

The tools you'll learn in this program help you see your business through the customers' eyes. And the moment you do – you'll discover the insights to deliver the experience customers want and need.

This is a 12-week journey that combines 6 weeks of learning with 6 weeks of application - designed to guide leaders through mapping their customer journey, validating their journey through voice of the customer interviews, and setting a strategy for improvements and innovation through customer experience.

You will participate in an online experience with experts and peers that includes:

- 30 minute online daily lessons
- 6 Virtual live events with expert faculty
- Expert faculty coaching and guidance during application periods
- Practical application – you will come away from this program with a validated customer journey map and strategic roadmap for improving your end-to-end customer experience

OUTCOMES

- Identify opportunity gaps in your current customer experience, develop a strategic roadmap for improvement and use core principles and tools of customer experience strategy to drive change
- Drive an enterprise level customer experience strategy that will allow you to drive loyalty and unlock business value with your customers

YOU WILL

- Build a more customer centric-mindset by conducting Voice of the Customer Interviews and creating a Customer Journey Map for your organization
- Better understand what your customers need and value
- Learn how to be more relevant and useful so your customers are happier
- Discover hidden value in addressing important gaps in the customer experience

ABOUT THE EXPERT



RALPH CUMMINS

- Faculty Leader, Penn State ISBM
- Managing Director, EMM Group
- Lecturer Darden School of Business at University of Virginia and the VCU BrandCenter, University of Richmond

SPRINT OUTLINE

<p>WEEK 1 CUSTOMER EXPERIENCE STRATEGY</p> <ul style="list-style-type: none"> • Introduction to Customer Experience Strategy • The Broader World View • The End Goal: Getting to Insights and Strategy 	<p>WEEK 2 CUSTOMER JOURNEY MAPPING</p> <ul style="list-style-type: none"> • Introduction to Customer Journey Mapping • Making Your Hypothesis • Segmentation and Mapping an Ecosystem 	<p>WEEK 3-4 APPLICATION PERIOD 1</p> <ul style="list-style-type: none"> • Create & Submit Your Customer Journey Map Hypothesis 	<p>WEEK 5 VOICE OF THE CUSTOMER</p> <ul style="list-style-type: none"> • Introduction to Voice of the Customer • Voice of the Customer in Your Business • Capturing the Voice of the Customer 	<p>WEEK 6 CONDUCTING VOC INTERVIEWS</p> <ul style="list-style-type: none"> • Getting to Real Value • Interview Roles • Validating the Journey Map
<p>WEEK 7-8 APPLICATION PERIOD 2</p> <ul style="list-style-type: none"> • Conduct Your Voice of the Customer Interviews • Validate Your Customer Journey Map 	<p>WEEK 9 ANALYZING AND IDEATING</p> <ul style="list-style-type: none"> • Your Interview Takeaways • Prioritizing Touchpoints • Ideation Tools • Idea Tournament 	<p>WEEK 10 ORGANIZING A STRATEGY</p> <ul style="list-style-type: none"> • Prioritizing Your Initiative Ideas • Don't Commit Blindly • Change Management & Alignment • Prepare for Final Pitch 	<p>WEEK 11-12 APPLICATION PERIOD 3</p> <ul style="list-style-type: none"> • Prepare and Submit Your Final Pitch • Present Your Pitch – 90 Minute Capstone 	