

**Big ideas. Real-world thinking. Inspired *action*.**



### Advance your CX strategies with Minnesota State University, Mankato's Center for Workforce Professional Education

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

### 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. During the program, you continuously build your toolset and develop your own, personalized CX Portfolio.

### Included program extras

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

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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 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 maps to analyze, plan, communicate, innovate and transform the experience.

**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 through 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 the core elements to build relationships and improve the overall experiences, then create relationship matrixes specifically designed 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.