



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

CHANGING THE LANDSCAPE OF LEARNING

PROFESSIONAL ONLINE LEARNING TO TRANSFORM YOUR LIFE



UCSB PaCE Customer Experience Certificate Program

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.

During the 8-module Customer Experience Certificate Program, you'll solve real-world challenges and use best practices developed by top companies. CX experts guide you through every step of your journey. Build your skillset and develop your unique, personalized Customer Experience Portfolio.

Industry leaders, professionals & educational experts

Gain direct access to world-renowned faculty – industry leaders who practice the art of Customer Experience every day. Learn more about our exceptional faculty at zs.professional.ucsb.edu.

Online learning benefits

- Absorb materials at your own pace
- Easily fits into your busy schedule
- Relax in your own environment
- Replay video presentations
- Review modules as often as needed
- Participate in subject discussions
- Download course templates to share

Register at zs.professional.ucsb.edu 805-893-4200



No other program delivers like UCSB PaCE. Break away from the daily routine; immerse yourself in real-life challenges, expert thought leadership, strategy sessions, innovative frameworks, and Customer Experience cultures. Learn more about the online UCSB PaCE Customer Experience Certificate Program, including takeaways and learning objectives, at zs.professional.ucsb.edu.

MODULE 1: CUSTOMER EXPERIENCE INTRODUCTION

Define the concept of Customer Experience. Find out what makes a beloved company and the essential elements that endear these brands to us.

- Identify Customer Experience leaders and laggards.
- Discuss what sets these types of experiences apart from others, making you less likely to advocate for a certain brand.
- Create your comparison scorecard to identify critical elements that set leaders apart from the rest.

MODULE 2: CUSTOMER EXPERIENCE STRATEGY FOR SUCCESS

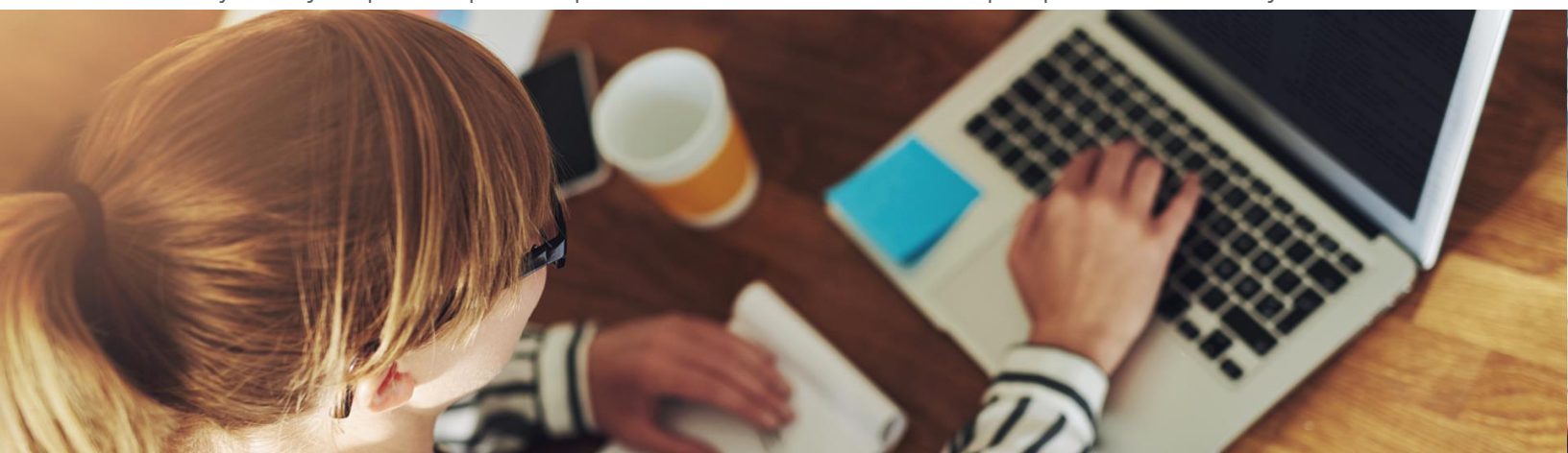
Learn why Customer Experience isn't a project with a start and end date, and why this isn't a state of mind – it's a state of your organization and it starts at the top. Integrating Customer Experience into business strategy, and skillfully executing, leads to enormous rewards. You'll achieve higher customer engagement, reduced churn, increased revenue, and greater employee satisfaction.

- Develop insights into what a customer-centric organization looks like and how to get there.
- Discover elements that comprise an effective and strategic customer experience plan.
- Create critical goals and roadmap to help reach your customer experience vision.

MODULE 3: YOUR CUSTOMERS, THEIR JOURNEY

Customer Experience Journey Maps are arguably the most important instrument for capturing your customer's true interactions—emotionally and cognitively—with your company's brand. Evaluate your customers and their experiences, and use these strategic tools for communications, analysis, planning, management, and innovation.

- Develop insightful customer personas and stories that promote cultural empathy and impact decisions.
- Identify critical customer views of interactions throughout multi-channel touchpoints.
- Use journey maps to capture experiences and emotions and help improve the lives of your customers.





MODULE 4: ACCELERATE & IMPROVE DECISIONS WITH DATA

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 most relevant, actionable metrics for your organization to drive desired business results.

MODULE 5: CUSTOMER-FOCUSED INNOVATION

Customer-Focused Innovation is the perfect blend of theory, practice, strategy and invention. Innovating on behalf of your customers doesn't start with a problem statement – it starts with your customer. Learn to use empathy techniques to break through the culture barrier at your company and close the “knowing-doing” gap.

- Apply creative strategies that support innovation.
- Gain insights to understand the needs of your customers.
- Work to improve customer experience while adding value they'll rave about.

MODULE 6: PRINCIPLES OF CUSTOMER RELATIONSHIP BUILDING

Customer Experience is multi-faceted and relies on the strong relationships you build with your customers. Use the Customer Relationship Development Model to identify and define core elements to build relationships and improve overall experiences. Through collaboration and ideation, you create a maturity matrix specifically for your business.

- Apply modern ideation and relationship building models.
- Develop your own Customer Experience-based Customer Relationship Maturity Matrix.
- Discover essential elements and apply the Technology Framework for CRM and Customer Experience.





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. Enjoy this creative session to deconstruct cutting-edge cultures and set the vision and goals for your own.

- Accept the reality that your customer experience will never exceed your employee experience.
- Engage the hearts and minds of your people.
- Determine 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 Customer Experience Movement with Your Certificate from UCSB Professional and Continuing Education

Your UCSB PaCE Customer Experience Certificate provides 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 zs.professional.ucsb.edu.



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 ICW Group Insurance Companies.



JC QUINTANA

The author of *Serious Relationships* and *Speaking Frankly About Customer Relationship Management*, JC focuses on business relationship success. He's a fervent believer in the importance of winning and keeping customers, employees, and business partners through similar relationship-building strategies.



ERICH DIETZ

Erich is the Vice President of Worldwide Strategic Accounts for InMoment. He has over 15 years of executive experience spanning consulting, business development, and solutions architecture. He is also a designated CXPA Expert and regular contributor to the community's Google+ Hangouts and other events.



MICHAEL TRUETT

Michael is known for creating, improving and executing Collaborative Design Thinking sessions and Customer Experience frameworks across diverse industries at different stages of growth. He has worked with companies such as Spotify, The New York Times, Dow Jones, Tech start-ups, and Telecom providers globally.



JP SAINI

As Chief Information Officer for TRC, JP focuses on leveraging technology to digitally transform business and support profitable growth through improving customer experiences. JP is passionate about the mix of CX and technology and the impact of ensuring infrastructure is reliable, maintainable, scalable, flexible, and secure for all customers.

JORDAN ZIMMERMAN

Jordan Zimmerman is Founder, Chairman and architect of Zimmerman Advertising, now the 14th largest advertising agency in the world with published billings in excess of \$3 billion. In 2015, Jordan co-founded Zschool, an educational consulting firm focused on helping universities develop world-class executive education programs.



UC **SANTA BARBARA** | **EXTENSION**
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**YOUR
NEXT STEP**

**LEARN
CREATE
IMMERSE
REFLECT
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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 Customer Experience Certificate Program today!

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