



Customer Experience (CX) Design, Delivery and Diagnosis

Executive Education Program 2024

swinburne.edu.au/CXI/shortcourses



CX Design, Delivery and Diagnosis

Date

Thursday 9 May 2024
Start 9.00am – 4.30pm

Location

Swinburne University of Technology
Australian Graduate School of Entrepreneurship (AGSE) Building
Corner Wakefield and William Street Hawthorn VIC

Cost

The Experience Excellence suite consists of 3 x programs.

- 1 program – AUD\$895 plus GST (per person)
- 2 programs – AUD\$1,700 plus GST (per person)
- All 3 programs – AUD\$2,450 plus GST (per person)

Overview

While Customer Experience (CX) has always been integral to a company's success, it is now more important than ever thanks to a challenging operating environment, technological advancements, and evolving consumer expectations and behaviour. In fact, CX has become the highest strategic priority for many businesses, and in many ways, it is the new competitive battlefield. This means that businesses must ensure that their CX strategies can deliver positive, valuable, and differentiated interactions at every customer touchpoint.

Although many business leaders are aware of the importance of providing exceptional CX, many fail to see the holistic and integrated dimensions of CX and understand that it is both an art and science. Depending on a brand's CX maturity, a focus on CX can require complete transformation in customer interactions and communications. With so many moving parts, delivering consistently great CX is also a complex and ongoing process. But the results speak for themselves, with CX-led transformations leading to higher revenue growth, lower costs to serve customers, improved customer satisfaction, and higher employee engagement.

To successfully compete on CX, organisations need to adopt a coordinated effort that involves designing, delivering, and diagnosing customer interactions at key touchpoints. Through this focus, businesses can create memorable experiences for customers who interact with their brand at every step of their journey - from marketing to sales to service, and everywhere in between.

Offered by the Customer Experience & Insight (CXI) Research Group and Australian Graduate School of Entrepreneurship in the School of Business, Law and Entrepreneurship at Swinburne University, this new program will help attendees to develop transformative skills, ideas, and strategies to compete and win with CX.

Program Topics

CX Design, Delivery, and Diagnosis provides a holistic and strategic look at being customer centric and successfully competing on customer experience. Specific topics include:

- CX fundamentals: Key priorities and concepts
- Key customer groups (personas, segments)
- CX journey mapping and analysis
- CX measurement and improvement
- Best practice case studies and next practice trends
- Practical tips of how CX can add value to your business and build competitive advantage.

Who Should Attend?

- Mid-level managers and leaders from all sectors of banking, retailing, agencies, and other industries that are customer-facing
- Brand, marketing and insights managers and employees
- Managers and employees responsible for CX improvement
- Managers responsible for daily operations and interactions with customers
- Independent business owners keen to enhance their knowledge of CX and apply these benefits to their organisations and customer-facing employees

Dynamic Learning Environment

Aimed at mid-level managers, this program will help you develop and apply knowledge and skills in CX design, delivery, and diagnosis through a range of interactive, experiential, and case-based learning activities. A diverse participant mix will collaborate in an engaging setting, sharing experiences and ideas, exploring, and applying frameworks, and discovering best and next practices.

Enquiries & Registrations

For more information about the program and developing new ideas, skills, and strategies to thrive in a new world of business and customer centricity contact:

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CXI Research Group

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CRICOS Provider Code: 00111D
Training Organisation Identifier: 3059

The information contained in this brochure was correct at the time of publication, March 2023.
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Course information may change, for the most up-to-date information please contact the CXI team.

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