



In partnership with Executive Advisory Partners, LLC

CUSTOMER EXPERIENCE

Certificate Program

Professional Online Learning to Transform Your Life



Advance your CX strategies with Linfield University's eCampus

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 Linfield.

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 eight modules, 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. Throughout 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
- CX toolkit and portfolio of best practices

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linfield.edu/executivetraining

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CUSTOMER EXPERIENCE Certificate Program

Prepare yourself for the eight-module course curriculum

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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 mapping to analyze, plan, communicate, innovate and transform. | 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 via 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 core elements to build relationships and improve overall experiences, then create relationship matrixes specifically 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.