

# CUSTOMER EXPERIENCE STRATEGY (ONLINE)

Design and Deploy a Successful CX Plan



# OVERVIEW

What do your customers need? Want? Expect? And what's behind these desires? In this program, you'll learn why understanding and meeting the needs of your customers—not your business—should be your first priority when creating strategies for a superior customer experience (CX). That's critical because, in today's digital age of online reviews, the quality of a customer's experience can make the difference between repeat business and lost business.

From using a holistic approach to using quantitative and qualitative research tools, along with artificial intelligence (AI) and machine learning (ML) technologies, you'll learn how to create uniquely personalized experiences for individual customers, potentially turning them into brand advocates and creating a competitive advantage. And that's vital. [McKinsey & Company](#) report that organizations focusing on CX as a part of their operational improvements can improve customer satisfaction by 20–30 percent and increase revenue by 20–50 percent.

This online program covers the strategic concepts, tactics, and tools needed to create breakthrough customer experiences across multiple brands, channels, and touchpoints. In just seven weeks, you will:

- Evaluate, understand, and work toward addressing the needs of your customers before the needs of your business
- Use qualitative and quantitative research tools to test CX strategies and create a holistic approach to giving customers a great experience with a brand
- Evaluate CX from the customer's point of view
- Leverage consumer research techniques to discover the motivations that drive customer needs
- Employ tools, such as personas, journey maps, and empathy maps, to make more informed decisions on how to improve customer experience
- Recognize the value of personalization in customer experience design using AI and ML technologies

## DURATION

7 weeks  
4–6 hours per week

## FORMAT

Online

## FEE\*

US\$ 2,600

\*GST applicable to residents of Singapore

# SYLLABUS

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## Module 1:

### Customer Experience Strategy and the Role of Customer Experience Design

- Gain an understanding of the fundamentals of customer experience
- Identify the importance of customer experience design in the context of omnichannel interactions with customers
- Discuss the evolution of customer experience
- Develop a customer experience vision

## Module 2:

### Business Differentiation through Superior Customer Experience

- Explain the principles of a better customer experience
- Articulate the difference between customer loyalty and customer advocacy
- Explain the value of net promoter score in customer experience design
- Apply customer experience differentiators to a variety of brands or products

## Module 3:

### Understanding Customers, Part 1

- Explain the influence of common biases on consumer purchase behavior
- Assess the value of different types of user research
- Discuss the importance of basing decisions on research
- Explain the value of working from first principles to improve customer experience

## Module 4: Understanding Customers, Part 2

- Create a persona for a given set of data
- Create an empathy map for a given persona
- Create a customer journey map for a given brand or product
- Identify customer touchpoints for a given brand or product moment

## Module 5: Validating and Measuring the Impact of Customer Experience Design

- Create a customer experience design hypothesis statement
- Design lightweight experimentation to assess a customer experience design hypothesis statement
- Use rapid prototyping to effectively communicate the application of a customer experience design hypothesis
- Design customer experience metrics and key performance indicators (KPIs) to measure the impact of a customer experience design hypothesis

## Module 6: The Role of Technology

- Explain the role of personalization in customer experience design
- Discuss customer experience design personalization through technology
- Evaluate the use of customer relationship management software in customer experience design
- Examine the potential benefits and drawbacks of using machine learning and artificial intelligence for personalization in customer experience design
- Leverage consumer research techniques and employ personas, journey maps, and empathy maps to improve customer experience

# PROGRAM EXPERIENCE

At Columbia Business School Executive Education, peer-to-peer learning and market-relevant program work are essential to the in-class experience. We have replicated this approach in our globally connected online classroom so you will learn from the professor, program leaders, case studies, and each other—no matter where you are in the world.



# CASE STUDIES

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## McDonald's Case Study and Capstone Project

Throughout the seven-week program, participants will complete assignments for a capstone project based on real-world global examples of successful CX strategies at McDonald's Corporation. This continuing case study will include discussions and personalized feedback on assignments.

# WHO IS THIS PROGRAM FOR?

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While there are no specific prerequisites in terms of content knowledge, this program is designed for those who have some management-level experience in product, service, and brand marketing.

**Mid to senior managers who want to develop competitive differentiation by designing engaging customer experiences in the context of multichannel interactions:**

- CX manager
- Sales manager
- Success manager
- Senior sales manager
- Program manager
- Project manager
- Account manager

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**Product professionals, marketers, and entrepreneurs who want to integrate an overall CX strategy with their brand and product strategies:**

- Senior product manager
- Product manager
- Marketing manager
- Brand manager
- Product marketing manager
- Product owner
- Organization founder or co-founder

# PROGRAM FACULTY

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## PAUL CANETTI

Adjunct Assistant Professor of Business  
Marketing Department  
Columbia Business School

Paul Canetti is an entrepreneur, educator, and futurist. He is an adjunct assistant professor of business at Columbia Business School in the marketing department. He sits on the Strategic Advisory Board of Riverside Acceleration Capital. He is also the host of the podcast Tech News for MBAs and writes about technology on his website, Hypothetically Great.

Canetti was named one of Inc.'s "30 Under 30 World's Coolest Young Entrepreneurs" and has founded multiple

software businesses, including MAZ, a video distribution and e-commerce platform used by Forbes, Bloomberg, and Condé Nast. MAZ were listed as one of *Entrepreneur* magazine's "Best Entrepreneurial Companies in America." Canetti served as MAZ's chief executive officer and chairman of the board for 10 years until Zype acquired them in 2021. Canetti was also the co-founder and chief executive officer of ClickEasy, formerly named Bounce House, an e-commerce platform for local service businesses, which was acquired in 2021. He is currently on ClickEasy's advisory board.

Canetti's work focuses on the intersection of cutting-edge technology, user experience (UX), and business. He previously worked as a lead creative at Apple and is the author of an upcoming book about the implications of augmented reality on various industries called *Augment Nation: Moving Humanity to the Software Layer*. Canetti is also an angel investor and start-up advisor.

Additionally, Canetti does private consulting and corporate training for executives at Fortune 500 organizations. His clients have included TikTok, Indeed, L'Oréal, Estée Lauder, Disney, Walmart, Unilever, Staples, AXA, Condé Nast, IHG Hotels & Resorts, IBM, General Electric, PwC, Citigroup, Mastercard, and American Express.

# FEATURED GUEST SPEAKERS

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Shira Gilboa, senior UX researcher at Google, and Rebecca Lessem, section manager of the Customer Experience Center of Excellence at Con Edison, will join Paul Canetti in a recorded Q&A session in which they will share and discuss their professional insights and experiences in developing optimized CX strategies.



## REBECCA LESSEM

Rebecca Lessem is an experienced people manager focused on simplifying systems and incorporating customer feedback into development processes. Her background includes expertise in product management, customer success, strategic partnerships, change management, and public speaking. Lessem currently leads the Customer Experience Center of Excellence as section manager at Con Edison, New York. She is a graduate of Bryn Mawr College.

## SHIRA GILBOA

Shira Gilboa is presently a senior UX researcher at Google, where she gained previous research experience with UX, Google Sheets, Google Play, Google Ad Settings, and Google Docs. Before joining Google, Gilboa held various analyst positions, including senior analyst at Razorfish and associate analyst at iCrossing. She is a graduate of New York University.



# CERTIFICATE

Upon completion of this program, you will receive a certificate of participation from Columbia Business School Executive Education—a powerful testament to your management capabilities.



*This certificate also counts toward two days for the Certificate in Business Excellence, which grants select alumni and tuition benefits. Your verified digital certificate of completion will be issued in your legal name and emailed to you at no additional cost upon completion of the program, as per the stipulated requirements. All certificate images are for illustrative purposes only and may be subject to change at the discretion of Columbia Business School Executive Education.*



# ABOUT COLUMBIA BUSINESS SCHOOL

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Columbia Business School was established in 1916 to provide business training and professional preparation for undergraduate and graduate Columbia University students. It has since become one of the world's leading business schools, with excellent faculty who provide students with superior knowledge and thought leadership across divisions and disciplines.

Columbia Business School is the only Ivy League business school located in the global business hub of New York City. The school has more than 47,000 alumni in 133 countries and about 70 alumni clubs globally. Columbia Business School is a part of Columbia University, which has produced 101 Nobel Prize winners, five Founding Fathers of the United States, nine Justices of the United States Supreme Court, 29 Academy Award winners, and 29 heads of state (including three United States presidents).

# ABOUT EMERITUS

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Columbia Business School Executive Education is collaborating with online education provider Emeritus to offer a portfolio of high-impact online programs. These programs leverage Columbia's thought leadership in management practice developed over years of research, teaching, and practice. By collaborating with Emeritus, we can broaden access beyond our on-campus offerings in a collaborative and engaging format that stays true to the quality of Columbia Business School Executive Education and Columbia University as a whole. Emeritus's approach to learning is formulated on a cohort-based design to maximize peer-to-peer sharing and includes live teaching with world-class faculty and hands-on project-based learning. In the last year, more than 100,000 students from over 80 countries have benefited professionally from Emeritus's programs.





## CONNECT WITH A PROGRAM ADVISOR

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Email [enterprise@emeritus.org](mailto:enterprise@emeritus.org)

Phone: Hong Kong +852 90301040  
India +91 9845429314  
Singapore +65 92729350  
UAE +971 564700049  
UK +44 7827778084  
USA +1 8609664320

