



Customer Experience Strategy and Design

- ➔ Craft personalised customer experiences by gaining valuable design thinking skills in research, customer journey mapping, prototyping, and more. Address key customer and business problems and effectively communicate your strategy and process to stakeholders.

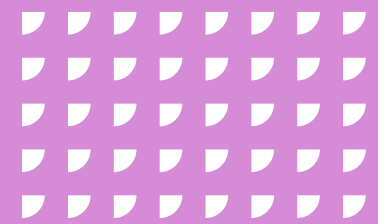
INDUSTRY PARTNERS:



Who this course is for

Our Customer Experience Strategy and Design course is best suited for:

- **Early-mid level professionals** looking to develop skills in CX strategy (or related areas) and adopt a design thinking mindset to solve a specific problem by learning skills in problem definition, research, prototyping, and more.
- **Mid-senior managers** looking to deliver customer-centric solutions through their core business strategy and deliver value through each touchpoint of the customer experience.



DURATION:

100% online, 6 weeks, 5–8 hours per week.

PRICE:

\$1200 incl. GST.

PREREQUISITES / LEVEL OF STUDY:

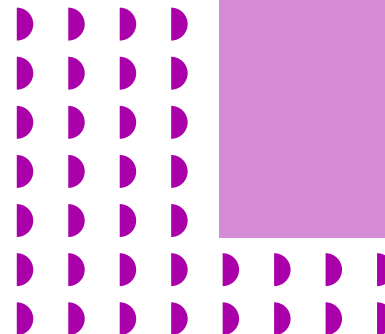
No prerequisites. Anyone is welcome to enrol.

METHOD OF STUDY:

Online study, including interactive videos, assignments, prescheduled webinars, and a 1:1 online session with mentors and industry experts.

ENROLMENT:

You can enrol at any time, the whole process only takes a few minutes.



Why study Customer Experience Strategy and Design

With the world's rapid technological advancements and increasing customer expectations, it's virtually impossible for any digital product or service to be successful today without the consideration of its users' experience with that product or service.

Brands must be cognisant of their user's customer experience (CX) — referring to the thoughts, emotions, frustrations, and ease that people have with each interaction of a product or service. Establishing a customer centric or strong CX approach requires more than just designing an exceptional product. Companies adopting a customer-first strategy must also consider their users' interactions with its brand's website, its marketing, sales, customer service, and more.

To deliver a differentiated, positive, and valuable CX, brands must incorporate all market and user research, consider user pain points, and incorporate their company mission into their core business strategy and initiatives.

Customers are willing to pay up to **16% more for products and services** if it means a great customer experience.

(EXPERIENCE IS EVERYTHING REPORT, PWC, 2018)

78% of consumers say they are loyal to brands that understand them and what they want to achieve.

(DELIVER THE CX THEY WANT: CUSTOMER EXPERIENCE TRENDS REPORT, AQUIA, DATE?)

Why study Customer Experience Strategy and Design (continued)

So why study Customer Experience Strategy and Design with us?

- **Get hands-on and craft a customer-centric solution:** Using real-life examples, this course will explore in-depth customer experience analysis, optimisation and strategy, UX design, and customer journey mapping to deliver industry-leading user experiences that can be immediately applied back in your workplace.
- **Build your own CX toolkit and apply this to your final project:** Through this course, you'll get hands-on with developing and refining CX tools that you'll apply to your final project including conducting research, customer personas, empathy mapping, crafting a CX solution prototype, trends-analysis, data-analysis and pain point identification and more.
- **Built in partnership with leading industry partners:** This course has been built with leading industry partners REA, and Concentrix Tigerspike, so you can feel confident that what you're studying is best practice and aligned with the desired skillset in the industry.

By the end of this course, you'll have completed one final project and be able to:

- Understand the fundamentals of CX design and how it relates to similar disciplines such as User Experience (UX) Design and Service Design
- Clearly articulate customer expectations with consideration to a wide range of business factors
- Deeply understand and articulate customer journey maps and their value
- Identify opportunities for improved customer experience and business performance
- Design solutions for improved CX across an entire business model
- Adopt CX thinking and implement customer-centric approaches to your business strategy



Why study with RMIT Online

RMIT Online is for students who want real world training from industry professionals. We call this the RMIT Online edge. Get ready to sharpen those skills.



Digital credential

The cutting-edge skills you'll learn are rigorously assessed and recognised by both a leading university and key employers in the field of study through a digital credential.

Connect with industry

Our courses are designed with high profile partners to ensure you're job ready, learning practical skills that align with industry best practice.

Real world skills

Our project-based assessments mean you'll roll up your sleeves and create a project for a real world business scenario, allowing you to see the immediate impact of your learning within your organisation.

100% online flexible learning

The freedom of online learning means you can study whenever you want, wherever you want, in a manner that suits your work and lifestyle.

Collaborative online experience

Never feel like you're studying alone and feel supported with our team of expert industry mentors, SMEs, and the learner success team.



What you'll learn

Develop a design thinking mindset and deliver customised and personalised customer experiences by solving key user pain points. Gain valuable insights in research, customer journey mapping, and prototyping to deliver real-world value to your customers.

MODULE 1

Learn about CX strategy and your customers

- Comprehend the fundamentals of CX strategy and the elements of exceptional customer experiences
- Collate and analyse existing customer data to obtain a current state view of the CX
- Learn how to conduct a user interview and distill core insights

Milestone: Conduct and review the insights from a customer interview

MODULE 4

Prototype and test a solution

- Construct a vision statement for the future state of your product
- Explore and create an aspirational map for your future state
- Create and test your prototype with users

Milestone: Test your created prototype and analyse the results

➔ *In this week, you'll also have a mentor check in.*

MODULE 2

Understand your customers' experience and journeys

- Dive into customer pain points and understand the problem to be solved
- Be introduced to and learn how to create a customer persona
- Understand the uses and create an empathy map and a CX journey map

Milestone: Craft a customer persona, empathy map, and customer experience map and explain your rationale

➔ *In this week, you'll also have a mentor check in.*

MODULE 5

Measure customer experiences and implement change

- Understand common, real-time metrics to measure success of your CX strategy included Net promoter score (NPS)
- Create a change management approach and explore your approach to rolling out your CX strategy

Milestone: Access the feasibility of your proposed CX solution

MODULE 3

Define your CX strategy

- Understand the correlation between business strategy and CX
- Articulate the brand of the organisation and understand how customer trends influence your CX
- Identify opportunities to improve your CX

Milestone: Define your organisational and CX goals

MODULE 6

What's next?

- Identify opportunities for continuous improvement with your CX strategy
- Explore future and emerging CX trends
- Tap into areas of related study included UX Design, Service Design, and Brand Experience

Milestone: Submit your final project and receive results

Who's supporting you

Just because it's online, doesn't mean you're on your own. RMIT Online's support network includes 1:1 feedback from our industry mentors, real-world insights, and study support from our learner success team. Here are those who may be part of your support team, ready to help you every step of the way.



REA Group is a global online real estate advertising company, aiming to help customers with all aspects of their property experience – not just buying, selling, and renting. REA provides the most up-to-date property news, renovation tips, lifestyle content, and property estimates.



Concentrix Tigerspike is a digital services company driven to improve people's lives through technology. Focusing on strategy, experience design, software development and systems integration, Concentrix Tigerspike's work focuses on five key values; transparency, resilience, problem solving, energy, and curiosity.

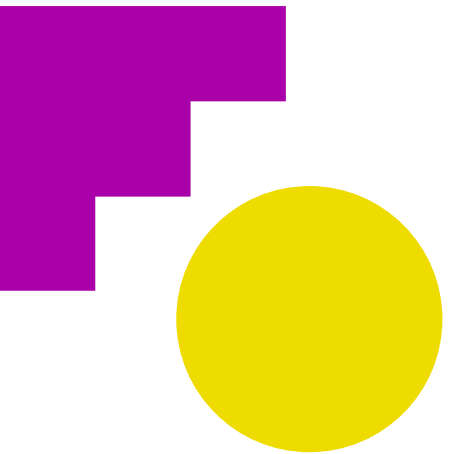


**Learner success team,
RMIT Online**

Our learner success team are here to help you with 1:1 coaching, tips on how to successfully study online, and any questions or concerns you may have.

How online learning works

This is a basic breakdown of how your course works. You can always find more information at online.rmit.edu.au



Before the course starts

Before we get cracking, you'll need access to a computer with broadband connection. Any 64-bit operating system with at least 8GB of RAM should work. We'll help you install any software you might need, but in the meantime, download Slack and Zoom, and make sure your webcam and speakers are working.

During the course

A lot of your RMIT Online Future Skills course will consist of video snippets. You can watch these whenever you like. There are also regular interactive webinars, online forums to chat with your peers and a scheduled 1:1 session with your industry mentor. We'll set up Slack channels so you can connect with your classmates and grow your professional network. You can also reach out to your Course Manager if you ever need help.

Tools

- Video lectures
- 1:1 mentor sessions
- Webinars
- Slack channels and forums

Enrolment

RMIT Online have partnered with Australia-UK Chamber of Commerce to provide a membership discount to selected short courses from the Future Skills portfolio.

You can enrol online at any time. The whole process only takes a few minutes.

[Enrol now](#) →

Australia–United Kingdom
Chamber of Commerce

For more information about the course, head to our [FAQ](#) page.

If you have any questions about payment and enrolment, please get in touch via [our contact form](#) or talk to our team directly **1300 145 032**.