

Grow your career.  
Level up for the future.

# CX Management

Learn the skills to manage CX for maximum competitive advantage and build the organizational capacity for delivering sustained CX excellence



**Schulich**  
School of Business  
Executive Education

**YORK U**



## CX Management

Customer Experience (CX) is the impression your business leaves with customers at every point of contact and across every stage of their relationship with you. A positive experience builds brand loyalty and affinity and contributes to your bottom line by creating brand advocates who increase in value over time (LTV) and evangelize your products and services to others.

**Grow your career.**  
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2-day program



Book this program [online](#)



## CX Management

Managing the customer experience has emerged as a key strategy to gain competitive advantage in today's hyper-competitive marketplace, especially in the business-to-consumer sector.

This program is designed to build organizational capacity to nurture long-term customer relationships by optimizing and aligning interactions to exceed expectations. It will furnish participants with the knowledge, insights and skills required to quickly and effectively formulate, implement and manage a framework of ongoing customer experience excellence.



2-day program



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# Program Highlight



## 2 Classroom Sessions

9:00 am – 4:00 pm



## Develop plans

Develop a concrete plan for specific CX challenges



## Interactive

Hands-on and participatory



## Assessments

Innovation assessment and organizational CX culture assessment



**Vafa Akhavan**

## Program Faculty

Vafa Akhavan is an executive leader with global experience across seven industries and 16 countries. His career is made up of organizational leadership roles and management training at marquee brands within their respective industries. Customer experience, employee engagement and owner returns have been a constant throughout his career. Vafa is currently Chief Executive Officer at World Pediatric Project. Previously he was President & Senior Adviser at NueBridge, a unique consultancy of operating executives serving corporate clients focused primarily on CE and CEM.

# Program Content



## Pillars for a Culture of Excellence

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- Understanding the belief systems & values of a culture of excellence
- Learning the conditions of an organization that is ready to deliver CX excellence

## Current & Future Trends in CX Excellence

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- Recognizing the impact of customer expectations on systems, process, and technology
- Creating greater prominence for CX strategy in organizational performance

## The Model for Governance of CX Excellence

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- Integrating employee and customer engagement as an imperative of governance
- Designing and managing for continuous CX improvement

## Principles of Human Centric Design in CX Excellence

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- Aligning CX design with segmented journeys
- Designing with the employee and customer at the center of CX excellence

# Program Content



## Construct for Operations of CX Excellence

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- Achieving CX excellence across locations, channels, touchpoints
- Identifying the critical enablers of CX Excellence

## Roles & Responsibilities for Delivery of CX Excellence

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- The leaders' responsibilities in achieving CX excellence
- Achieving CX excellence through the frontline management

# Who Will Benefit



## Mid-Career Leaders

Managers and mid-career leaders will improve the quality, productivity, and loyalty of daily customer interactions in their client-facing, managerial role.



## Senior Leaders

This program helps goal-setting vice presidents and senior leaders strategize for the long term with winning CX insights fit for today's most competitive markets.



# Completion Benefits



## Advanced

Shows that you're able to apply knowledge at a strategic, organizational level.

After completing the CX Management program, you'll receive an authentic digital badge from the #1 business school in Canada that employers will recognize.

As more and more companies look for candidates with specific skills, this badge on your CV will be a credible assurance of your achievements and expertise, allowing the right roles to find you faster.



12 PMI-PDU. Successful completion of this program will earn PMI® Members, in good standing, Education PDU's in alignment with the PMI Talent Triangle. If this applies to you, you will receive a PDU Claim Code at the conclusion of your program. For more information on how to earn your PDU's, we recommend logging into your Continuing Certification Renewal System (CCRS) to report PDU's and view your certification records. Following this, if you require additional assistance, please contact PMI Support directly.



21 HRP-CPD Hours. This program has been approved for CDP hours under Section A of the Continuing Professional Development (CPD) Log of the Human Resource Professionals Association (HRPA). Be sure to note the program ID number on your CPD log. For more information about certification or continuing professional development, visit the HRPA website at [www.hrpa.ca/hrdesignations\\_/Pages/Continuing-Professional-Development.aspx](http://www.hrpa.ca/hrdesignations_/Pages/Continuing-Professional-Development.aspx)

# Why a Certificate at Schulich ExecEd?

There will no longer be a single transition from graduation to work in one's life.

Because few of us have the same job for life, we constantly have to re-invent ourselves, learn new skills and adapt to the changing marketplace and business environment. Today's professionals and executives must be able to quickly develop and fine-tune personal business skills to adapt and grow.

## **We are #1 Business School in the country**

We have the privilege of being ranked #1 and teaching top students from around the world.

## **Our Program is Unique**

Distinction from growing competition in the job market.

## **We Provide a Combination of Skill Specialization & Range**

Deepen your current skills and acquire new ones.



# About Schulich ExecEd

At Schulich ExecEd, the professional development arm of the world class Schulich School of Business, all our programs are non-degree, mid-career acclaimed qualification that employers recognize and that you can add to your CV.

## We provide:

- Short programs building an individual business skill have industry recognized credentials for that skill
- Certificate programs build a wider skill set with a number of key skills
- Masters Certificates are an intense dive into Leadership, Management or specific Business skillsets. This is our highest mid-career professional development business school certification

## Key Stats:

- Ranked #1 business school in Canada
- Ranked #12 in global MBA ranking
- Educated over 80,000 professionals across the world.
- Delivered over 4,000 programs virtually and in-person
- 96% of our graduates used knowledge or skills from the program on the job
- 87% of our graduates reported improved job performance
- Worked with over 500 companies worldwide

Over 450 leading faculty in areas of management, leadership, communications, finance, marketing, business development and strategy





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