

Elevating Customer Experience: From Touchpoints to Transformation

Two-day workshop that covers key aspects of CX and strategy, focusing on how innovation strengthens experiences and builds customer and brand loyalty.

\$1,500 | 2 days | in person or online



Program benefits

- Develop in-demand CX skills: Equip yourself with a valuable skillset to thrive in the customer-centric era.
- Craft winning CX strategies: Design and implement strategies that drive loyalty and retention.
- Map the customer journey: Understand and optimize customer touchpoints for maximum impact.
- Strengthen communication: Practice skills for effective and personalized customer interactions.
- Utilize analytical tools: Leverage data and insights to optimize your CX initiatives.

Featured topics

small group discussions, and interactive sessions to cover the following topics:



Customer Experience



Role of Innovation in Customer Experience



Customer Experience Strategy



Challenges in Customer Experience

Thunderbird School of Global Management

ranks #4 in the **U.S.**
and **#20** worldwide for
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and the University of Cambridge
— Financial Times Executive Education rankings, 2023

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and locations



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+1 602-496-6920 | exec.ed@thunderbird.asu.edu