



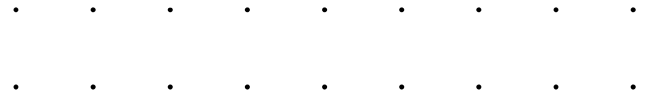
# Customer Experience (CX) Design, Delivery and Diagnosis

Executive Education Program 2024

[swinburne.edu.au/CXI/shortcourses](https://swinburne.edu.au/CXI/shortcourses)



# CX Design, Delivery and Diagnosis



## Date

Date TBC 2024  
Start 9.00am – 4.30pm

## Location

Swinburne University of Technology  
Australian Graduate School of Entrepreneurship (AGSE) Building  
Corner Wakefield and William Street Hawthorn VIC

## Cost

The Experience Excellence suite consists of 3 x programs.

- 1 program – AUD\$895 plus GST (per person)
- 2 programs – AUD\$1,700 plus GST (per person)
- All 3 programs – AUD\$2,450 plus GST (per person)

## Overview

While Customer Experience (CX) has always been integral to a company's success, it is now more important than ever thanks to a challenging operating environment, technological advancements, and evolving consumer expectations and behaviour. In fact, CX has become the highest strategic priority for many businesses, and in many ways, it is the new competitive battlefield. This means that businesses must ensure that their CX strategies can deliver positive, valuable, and differentiated interactions at every customer touchpoint.

Although many business leaders are aware of the importance of providing exceptional CX, many fail to see the holistic and integrated dimensions of CX and understand that it is both an art and science. Depending on a brand's CX maturity, a focus on CX can require complete transformation in customer interactions and communications. With so many moving parts, delivering consistently great CX is also a complex and ongoing process. But the results speak for themselves, with CX-led transformations leading to higher revenue growth, lower costs to serve customers, improved customer satisfaction, and higher employee engagement.

To successfully compete on CX, organisations need to adopt a coordinated effort that involves designing, delivering, and diagnosing customer interactions at key touchpoints. Through this focus, businesses can create memorable experiences for customers who interact with their brand at every step of their journey - from marketing to sales to service, and everywhere in between.

Offered by the Customer Experience & Insight (CXI) Research Group and Australian Graduate School of Entrepreneurship in the School of Business, Law and Entrepreneurship at Swinburne University, this new program will help attendees to develop transformative skills, ideas, and strategies to compete and win with CX.

## Program Topics

CX Design, Delivery, and Diagnosis provides a holistic and strategic look at being customer centric and successfully competing on customer experience. Specific topics include:

- CX fundamentals: Key priorities and concepts
- Key customer groups (personas, segments)
- CX journey mapping and analysis
- CX measurement and improvement
- Best practice case studies and next practice trends
- Practical tips of how CX can add value to your business and build competitive advantage.

## Who Should Attend?

- Mid-level managers and leaders from all sectors of banking, retailing, agencies, and other industries that are customer-facing
- Brand, marketing and insights managers and employees
- Managers and employees responsible for CX improvement
- Managers responsible for daily operations and interactions with customers
- Independent business owners keen to enhance their knowledge of CX and apply these benefits to their organisations and customer-facing employees

## Dynamic Learning Environment

Aimed at mid-level managers, this program will help you develop and apply knowledge and skills in CX design, delivery, and diagnosis through a range of interactive, experiential, and case-based learning activities. A diverse participant mix will collaborate in an engaging setting, sharing experiences and ideas, exploring, and applying frameworks, and discovering best and next practices.

## Enquiries & Registrations

For more information about the program and developing new ideas, skills, and strategies to thrive in a new world of business and customer centricity contact:

Kristy Horne  
khorne@swinburne.edu.au  
+61 3 9214 5961

# Program Facilitator



## About David Ginsberg

David is a highly credentialed and well-regarded business and retail expert and has a diverse background comprising of over 30 years in senior management and advisory roles for multinational organisations.

With a formidable customer centric focus, David has led organisational and experiential change at 7-Eleven Hong Kong & Australia, Shell Asia Pacific & The Middle East, Dairy Farm International Hong Kong, Macro Wholefoods, Franklin's Supermarkets, BP Australia, The Warehouse New Zealand, Westfield, Metcash, CSR, Dulux, Treasury Wine Estates, Swisse, Sanofi, Coles, Woolworths, Australian Pharmaceutical Industries (Priceline), and United Fuel.

Possessing a strong communication, public speaking and educational repertoire, David is an Adjunct Industry Fellow at Swinburne University of Technology where he teaches industry-engaged courses to post-graduate and executive students. David is also an Associate at Melbourne Business School, a lecturer at RMIT, and has worked at Monash Business School as a Program Director at the Australian Centre for Retail Studies.

## Program Schedule

### Pre-reading

- CX Case Study

### Morning Session

#### CX Design:

- CX Fundamentals
- Customer Personas
- CX Journeys

### Working Lunch

#### CD Delivery:

- CX Journey Mapping
- Opportunities for CX Improvement

### Afternoon Session

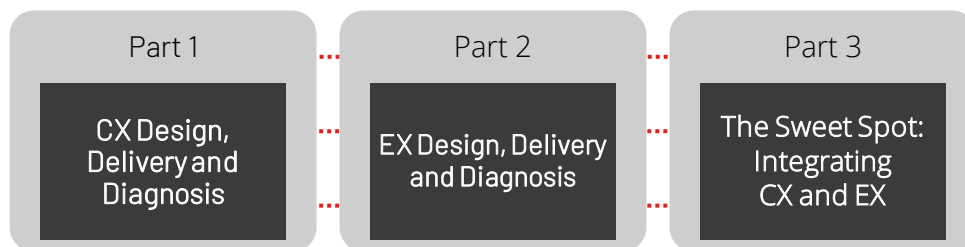
#### CX Diagnosis:

- CX Measurement and Continuous Improvement
- CX Best Practice and Future Trends

## Experience Excellence Program Suite

Be part of an unparalleled learning and skill development journey of experience excellence: CX (Part 1), EX (Part 2) and the integration of CX and EX (Part 3). Undertake one specialist program or all three, through which you will discover the benefits of designing, delivering, and diagnosing CX and EX and how they work together to deliver exceptional experiences.

Sign up to equip yourself or members of your team with the skills and knowledge to make a real impact and successfully compete on experience.



CXI Research Group  
swinburne.edu.au/cxigroup

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Swinburne University of Technology  
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CRICOS Provider Code: 00111D  
Training Organisation Identifier: 3059  
The information contained in this brochure was correct at the time of publication, March 2023.  
CXI Research Group reserves the right to alter or amend the material contained in this guide.  
Course information may change, for the most up-to-date information please contact the CXI team.

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