CSS CUSTOMER EXPERIENCE MANAGEMENT

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The Customer Experience Management Concentration of the Customer Service Specialist Program prepares students to understand, evaluate, and improve the experiences customers have with organizations across the customer lifecycle. The program examines customer journeys and touchpoints, service quality and professional service delivery, customer feedback and experience measurement, and strategies for developing customer loyalty and retention. Students learn to identify customer needs and expectations, analyze interactions across channels, evaluate customer experience data, respond to service failures, and recommend improvements to customer-facing processes and experiences. Through applied activities, case studies, customer journey analysis, service evaluations, and experience improvement projects, students develop practical skills for supporting customer experience initiatives in a variety of business and service environments.

PAID CERTIFICATION EXAM

Certification exam preparation and fees for 1 exam are included with this program.



PROGRAM LENGTH

1 Academic Year
*48 Credit Hours

START DATES

Fall, Winter, Spring, or Summer

PROGRAM COSTS

Tuition: $1,575 per quarter
Course Materials Fee: $180 per quarter
Supply Fee: $40 per quarter

Total: $1,795 per quarter

Tuition: $6,300 per year
Course Materials Fee: $720 per year
Supply Fee: $160 per year

Total: $7,180 per year

EXTERNSHIP

Students must maintain required externship hours for the duration of the program. An approved externship is required to enroll.

Must have a high school diploma or equivalent. Meet English proficiency requirements. In order to maintain full time status, international (F-1) students must enroll in at least 12 credit hours of course(s).

COMPUTER SYSTEMS INSTITUTE

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COURSE DESCRIPTION

CUSTOMER EXPERIENCE & JOURNEY MANAGEMENT

12 Qtr. Credit Hours / 11 Weeks
90 Externship Hours

This course examines customer experience from the perspective of how individuals interact with organizations across different stages, channels, and touchpoints. Students explore customer needs and expectations, internal and external customer relationships, customer journeys, personas, lifecycle stages, moments of truth, pain points, and experience design. Emphasis is placed on understanding how individual interactions and organizational processes contribute to the overall customer experience. Through customer scenarios, journey mapping, and applied analysis, students evaluate existing experiences and identify opportunities to improve customer interactions and customer journeys.

SERVICE EXCELLENCE & CUSTOMER EXPERIENCE

12 Qtr. Credit Hours / 11 Weeks
90 Externship Hours

This course examines how organizations provide consistent, professional, and high-quality service to internal and external customers. Students explore service standards, professionalism, customer needs and expectations, communication practices, responsiveness, consistency, accessibility, and service quality. The course considers how employee behaviors, organizational practices, and service processes influence customer perceptions and experiences. Through workplace scenarios and applied activities, students evaluate service interactions, identify service quality challenges, and develop approaches for improving service delivery and customer experiences.

CUSTOMER INSIGHTS & EXPERIENCE MEASUREMENT

12 Qtr. Credit Hours / 11 Weeks
90 Externship Hours

This course examines how organizations collect, organize, analyze, and interpret customer information to understand and improve customer experiences. Students explore customer feedback, Voice of the Customer practices, surveys, reviews, qualitative and quantitative information, customer segmentation, and common measures of customer experience, including customer satisfaction, loyalty, and effort. Emphasis is placed on interpreting customer information, identifying patterns and trends, evaluating experience performance, and communicating findings. Through applied activities and projects, students use customer information and performance measures to identify experience issues and develop opportunities for service and organizational improvement.

CUSTOMER LOYALTY & EXPERIENCE STRATEGY

12 Qtr. Credit Hours / 11 Weeks
90 Externship Hours

This course examines how organizations strengthen customer relationships and use customer experience practices to support engagement, satisfaction, retention, and loyalty. Students explore relationship development, customer value, personalization, service recovery, retention, loyalty, engagement, and customer experience strategy. The course considers how organizations respond to experience challenges, maintain customer confidence, and align customer experience initiatives with organizational priorities. Through case studies, customer scenarios, and applied projects, students evaluate relationship and loyalty practices and develop strategies for strengthening customer experiences and long-term customer relationships.

EXTERNSHIP

The curriculum for this program incorporates classroom learning and practical experience gained through required externship. The externship component of the course provides students with the opportunity to apply and integrate knowledge and skills acquired through their coursework. In clarifying and broadening career goals, the externship experience assists students in discovering, developing and refining necessary competencies and skills for their proposed career objectives. The student's externship position must meet at least 70% of the program objectives listed below.



EXTERNSHIP OBJECTIVES

- Analyze the needs, expectations, and experiences of internal and external customers across interactions, touchpoints, and relationships with an organization.
- Evaluate customer journeys and experiences to identify strengths, challenges, and opportunities for improvement.
- Apply professional service and communication practices that support effective interactions and positive service experiences with internal and external customers.
- Evaluate internal and external service interactions and practices using principles of quality, professionalism, consistency, and customer experience.
- Collect, organize, and interpret information related to customer experiences, perceptions, satisfaction, and service performance.
- Use customer information and performance measures to evaluate experiences and identify opportunities for service and organizational improvement.
- Apply customer relationship principles and practices that support engagement, satisfaction, retention, and loyalty.
- Identify customer experience strategies and improvements based on customer needs, organizational priorities, and performance outcomes.
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- Apply customer relationship principles and practices that support engagement, satisfaction, retention, and loyalty.
- Identify customer experience strategies and improvements based on customer needs, organizational priorities, and performance outcomes.