

**Customer**  
Institute

The  
**Customer Experience  
Masterclass**  
with Stefan Osthaus

Fundamentals  
of Customer  
Experience  
Management

**Customer**  
Institute  
Certified Training Program

This course  
qualifies to become  
a Certified  
Customer Centricity  
Expert (CCCX)

# 1. Target Group

The Customer Experience Masterclass with Stefan Osthaus is a high-caliber management education event with one of the industry's top thought leaders. The event is ideal for

- **Executives** needing to understand the elements of a CX strategy
- **Heads of Marketing or Customer Service** who want to initiate or improve the CX program driven by their function
- **Customer Experience practitioners** who need to learn or expand the skills required for their jobs.

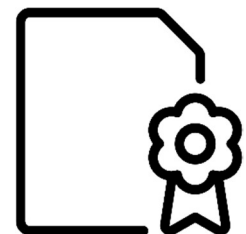


# 2. Concept & Certification

Expert knowledge with implementation guarantee – now you can finally learn the basics of Customer Experience and implement them right on schedule for your own company!

The CX Masterclass with Stefan Osthaus is aimed at those who want to further develop their knowledge about best practice disciplines, tools, techniques, and methods in the field of customer experience that are used around the globe. All participants of the CX Masterclass can create their own personal development plan and apply the acquired knowledge immediately in their organization!

This course is certified by the Customer Institute and qualifies participants to become a Certified Customer Centricity Expert (CCCE) upon passing of the final examination at the end of the course. Certification fees are included in the training fee.



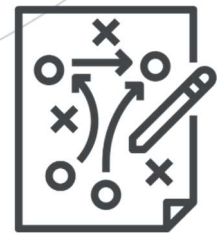
## 3. Duration

The CX Masterclass with Stefan Osthaus is available as a one-day or two-day event, depending on the amount of case studies covered. We offer the CX Masterclass as public events open to individual registrations as well as in-house events exclusive to a particular organization or government entity



## 4. Agenda

During the Customer Experience Masterclass with Stefan Osthaus, we will cover all main aspects of introducing a Customer Experience program in a medium to large organization.



Topics include (based on a two-day masterclass):

### DAY 1

#### ■ Strategy

**Customer centricity is not the only possible corporate strategy ...  
but the most sustainable**

- What is Customer Experience and why does CX matter now?
- Expectations drive satisfaction
- The Inside-Out Outside-in Model
  - Customer requirements: Effect, emotion, and effort
  - Dimensions of corporate reality: Product, process, and people
- Group Exercise: How can you win?
- The CX Maturity Model
- The ROI of Customer Experience
- Documenting the status-quo:  
The role of assessments in experience strategies

#### ■ Culture

**How to create an empowered culture for customer centricity**

- Customer Experience is an attitude – not a department!
- Common characteristics of customer centric brands
- Creating a culture that drives superior financial performance
- Top tips to enable culture change

#### ■ Organization

**How to set-up a CX team in different phases of program maturity**

- Organizational CX Implementation
- Roles & Responsibilities
- Evolution of organizational set-ups in different maturity phases

- **Governance**  
**How to ensure that findings from the CX program lead to organizational improvements**
  - From data to insight to action: How to ensure swift action based on VoC feedback
- **Summary and feedback about day 1**

## DAY 2

- **Voice-of-the-Customer programs**  
**How to effectively and efficiently listen to your customers**
  - Implementation phases based on organizational Readiness
  - A pragmatic start into your VoC: Exploration
  - Exercise: Where could you apply the method of exploration in your business?
  - The Customer Journey
  - Customer Journey Mapping  
Group exercise: how to build a customer journey map and what to do with it
  - Automation of your VoC program
- **Employee Experience**  
**CX and EX, two sides of the same coin**
  - The 4P of Employee Experience
  - Voice of the Employee: The Great People Index™
  - Employee Suggestion Programs that work
- **How to turn data into insight and into action?**
- **Other CX/EX topics per participants' request**
- **Throughout the 2 days:**  
Numerous case studies and group activities

**Material:** CX Masterclass digital workbook – included in the participation fee

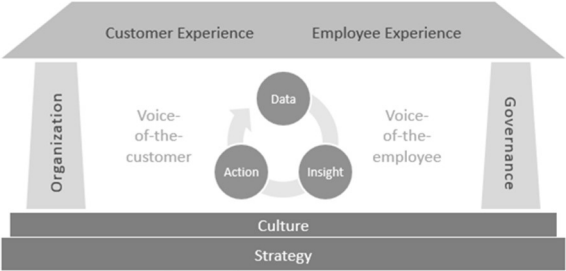


# 5. Seminar Elements

Beyond the agenda the CX Masterclass with Stefan Osthaus offers a wealth of opportunities to scale-up the knowledge of team members, acquaint leaders with the principles of customer centricity, network with peers from different industries, work on real-life cases, and discuss your organization’s individual challenges.

## FUNDAMENTALS AND METHODS

Discuss with colleagues and industry contacts on an equal footing after you have learned all the important basics and methods of customer experience in this seminar. Whether you’re starting out as a new leader or refreshing and completing as a more experienced team member or executive of the CX team, the seminar teaches the methods and approaches that have proven to be best practices around the globe.



## FACTS AND FIGURES

From gathering customer-relevant feedback to deriving insights and creating pragmatic action plans, the CX masterclass focuses entirely on the mantra of Customer Experience “Data – Insight – Action”. You will learn how to quickly and efficiently turn your CX program into a continuous improvement program within your company. In addition, we teach you all the basics about the return on investment of CX programs, so that you too can convincingly answer critical questions about the benefits of such programs.



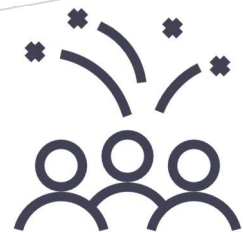
## CASE STUDIES AND INDUSTRY BEST PRACTICES

Exposing you to real-life challenges, typical pitfalls, and ways to avoid them, as well as winning models from CX leading organizations from around the globe, our masterclass is hands-on and focused on pragmatic execution. You will be solving the most common challenges and come home with proven approaches to make a CX program sustainable and successful.



## NETWORKING AND SOLVING YOUR OWN CHALLENGES

In our seminar you will meet like-minded experts from various institutions. Take advantage of the opportunity to expand your network and get to know contact people for future exchanges of ideas. The seminar will provide enough time to discuss your individual challenges with your CX program and develop effective solutions.



## 6. Customer Institute Certified

The Customer Institute is an independent not for profit organization. Experts, practitioners, authors, and educators from the field of customer centricity make up the institute's board of directors as well as the much larger group of contributors to their research and tool development.

This training program is certified by the Customer Institute as meeting or exceeding industry best practices in management education. Participants will receive a participation certificate reflecting this Customer Institute certification. Upon passing the final examination at the end of the course, participants can optionally (at no additional cost) earn certification as Certified Customer Centricity Expert (CCCX).

The CCCX certification is valid for three years and turns into a lifetime certification if renewed once within these three years.



## 7. Your Facilitator

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Stefan Osthaus is one of the industry's top thought leaders and consultants. He has been a leader in Fortune 500 companies for more than 15 years and has held global responsibility for the customer experience of 120 million customers as well as the employee experience of tens of thousands of employees.

Stefan now helps leading organizations around the globe to combine their Customer and Employee Experience practices and treat them as two sides of the same coin. Stefan is the president of the Customer Institute, a global keynote speaker, and an insightful author.





# 8. About the Customer Institute

We are the go-to destination for everyone looking to excel through customer centricity. We develop, promote, and certify best practices.

We help let the Global CX Community thrive in their professional development, personal growth, and brand impact.

Our Board of Directors is made up of leading global CX thought leaders.

## OUR BOARD OF DIRECTORS

