Mini-MBA: Customer-Centric Management

Business leaders are increasingly challenged to transition themselves and their organizations to change not only how they interact externally with customers -- but also within the business, how the customer experience defines their corporate culture. The *Mini-MBA: Customer-Centric Management* teaches managers how to fundamentally re-orient the role of the customer from the end of the sales process to the driver of core values, philosophy, strategy and operations. More information leads to more choices, and experienced managers will learn to align their strategy and goals with the needs and wants of their customers.

What will you learn?

This program will address the topics most critical to mastering customer-centric management. A sampling of these topics include:

- Customer Psychology
- Customer Centric Leadership
- Journey Mapping
- Building CX Experience

PROGRAM BENEFITS

- Achieve the critical evolution of perspective from customer-conscious to customer focused. Leverage this centricity to reveal opportunities and goals that personally connect your brand to customers.

- Study a curriculum developed and taught by industry though leadership, who also bring real-world business experience. Achieve the shift to a holistic perspective, and how it informs strategy.

- Learn in a rigorous university environment and earn a program certificate as well as academic credits that can be applied towards future education goals.

PROGRAM OUTCOMES

- Lead your team to evaluate opportunities and design goals that reflect dedication to customer value, and equate business success with exceptional customer experience.

- Elevate your focus from tactical customer-satisfaction methodology tools to influencing company-wide cultural changes. Communicate across functions how this dynamic market shift requires centering success around delivering customer value.

- Introduce strategies and tools that help achieve goals such as exceptional service and customer

CONTACT US

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