

Marketing

Designing Customer Experiences: From Strategy to Execution

Well-designed CX (customer experience) resonates with customers on an emotional level, boosts conversions, creates loyalty, and drives significant financial returns for a business's bottom line.

This four-day in-person executive education program focuses on the strategic management and design of customer experiences in today's technology-driven world equipping executives with state-of-the-art strategies and tools to manage and design impactful CX.

Who Should Attend?

Mid-career and senior marketing and brand managers with 10 years of management experience who are developing and implementing the strategies shaping the future of their organization.

Executives with marketing experience and basic CX skills that seek high-level tools and techniques to effectively create and manage competitively successful experiences.

Senior leaders in product management and design, brand strategy, services, technology, communications, healthcare marketing, retail, media and entertainment, the financial sector, and various policy-based and not-for-profit organizations.

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Program Content

This program is delivered on the Columbia Business School campus and at off-site locations. Participants will immerse in a one-of-a-kind New York City CX, including services and hospitality, a Soho retail tour, visiting a robotics lab, and more. Take a deeper dive into the four themes of CX:

On Campus Learning

Off Campus Learning Experience

Day 1: Design

Learn how to design truly immersive and transformative integrated experiences. Create an experience from scratch on the first day of the program. Delve into the essential elements of the experience including material objects, feelings, ambient spaces, and institutions. Then, explore effective strategies for integrating them with consumers. By the end of the first day of this program, participants can:

- Understand the full range of CX design elements
- Apply them effectively in the CX design process
- Design experiences around products or services tailored to an industry

Restaurant Kitchen

Day 2: Manage

Focus on designing an experience at every touchpoint. Participants will be able to use the tools of touchpoint analysis to lead a project focused on interaction linkages between the firm and its customers, examining:

- How touchpoints are embedded in customer preferences as well as social and market contexts
- How managers can use such factors to shape the customer experience
- The powerful impact of timeflow and materiality

Soho Retail



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Day 3: Strategize

Gain a deeper understanding of the competitive landscape in customer experience design. Participants will feel empowered to use experience design for competitive strategy and become category leaders in experience-design strategy including getting foundational insights and impactful tools to:

- Understand strategic opportunities and internal competencies for early detection of competitive threats
- Get a demonstration of the benefits of an experience-design lens in developing potent counter-measures to these threats
- Create sustainable barriers to entry

Columbia
Campus



Day 4: Innovate

Showcase the new tech developments that are relevant for experience design such as social media, AR/VR and the metaverse, as well as generative AI experiences such as ChatGPT. Participants will:

- Gain key insights into the value of these new tech developments for experience design
- Explore the essentials of human-centric technology design through various benchmarks and best practices
- Get a critical outlook of experience design and how a company can create new, visionary experiences

Robotics
Lab

Key Benefits

With Columbia Business School's **Designing Customer Experiences** program, participants will:

- Fast-track their understanding of designing an integrated customer experience and gain strategic experience for a competitive advantage
- Acquire effective skills to manage experiences at every touchpoint and innovate experiences with new technology
- Immerse themselves in one-of-a-kind New York City CX experiences, including a services and hospitality experience, a Soho retail experience tour, visiting a robotics lab, and more
- Learn from faculty who are world leaders in their field and at the forefront of CX design
- Build a network of peers from different sectors, cultures, and countries who can provide diverse perspectives and insights

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Designing Customer Experiences: From Strategy to Execution

Faculty



Bernd Schmitt

Faculty Co-Director

Robert D. Calkins Professor
of International Business



Markus Giesler

Faculty Co-Director

Adjunct Professor of Marketing

Dates & Fees

Date	Cost	CIBE Credits	Format	Location	Duration
April 16–19, 2024	\$9,550	4	In Person	Manhattanville, NYC	4 days
October 29–November 1, 2024	\$9,950	4	In Person	Manhattanville, NYC	4 days

In Person: Four consecutive full days of in-person sessions on the Manhattanville campus in NYC. Please contact us for details about the agenda.

Includes breakfast, lunch, and all materials. Dates, fees, and locations are subject to change.

Preferred pricing is available for groups of two or more. To inquire, email execed@gsb.columbia.edu

COVID-19 Advisory Please check our website for the most up-to-date information.

Questions? Contact Us

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