

Design in Customer Experience

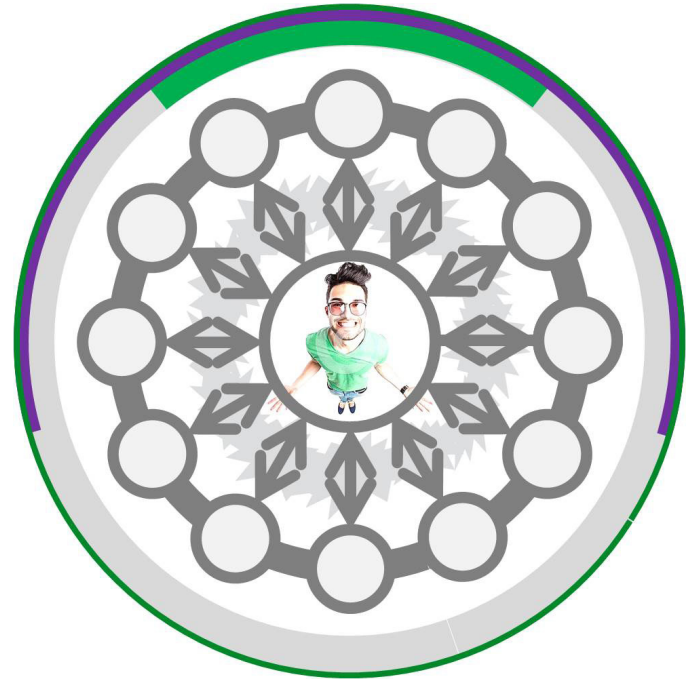
(Module #10 in Design Leadership Program)

Module Overview

Companies can no longer stand out through manufacturing strength, distribution power or information mastery. Offering a great customer experience is a new way to give companies a competitive edge over others. Design is only one part of this greater 'CX Arena'.

In order to build a great experience, all functions that contribute to it need to be carefully aligned. Design will need to take on different roles at different moments in the process, and continuously align with other functions. This is the job of a design manager. He/she needs to leverage the unique capabilities of design and accordingly take a leading or supporting role with other functions.

- How to organise a great customer experience?
- How to use Design's capabilities to their full extent in building customer experiences?



Learning goals

In this module we will achieve the following learning goals. You will be able to:

- Show understanding of the CX arena.
- Show understanding of the role of design in the business-wide field of Customer Experience.
- Show understanding of the different types of design contributing to CX.
- Show understanding of what design should do and what not in the field of CX.



“Ensuring an end-to-end great customer experiences always and everywhere, requires great management and leadership.”

