

# Customer Experience Certificate Program



## Your CX Talk-Kit



**RICHMOND**  
School of Professional  
& Continuing Studies™

Talking Customer  
Experience At  
Your Company

# Straight talk...

Use this helpful guide to...

Selling your company on a new program is hard.

... communicate your success with the University of Richmond Customer Experience Certificate Program at your company. When it comes to evolving your organizational culture, it's all about spreading the word and making it stick. Like glue!

We get it. And one that involves a culture change is even harder. But, don't worry! Now you can get everyone on the right page, and in a customer-focused mindset, at your company.



# Tell your organization

To All Employees:

As you already know, we now live in an experience economy. Customers no longer purchase just products or services, instead they expect to enjoy great experiences with engaging brands. Even within in our own industry, customer experience is having a huge impact on market share.

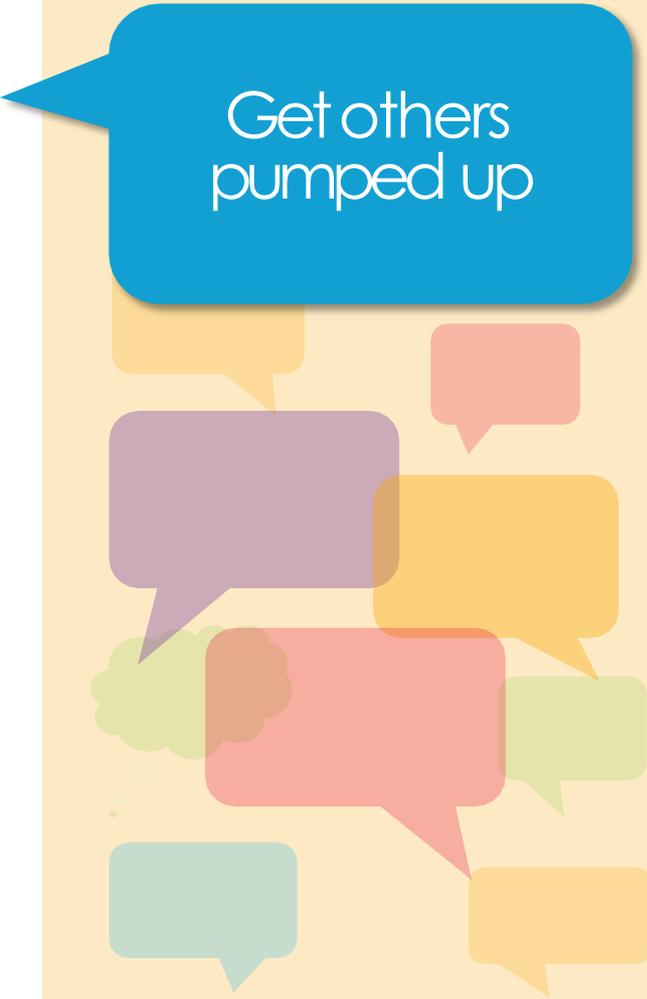
This means we must work to improve the experiences we provide our customers and become customer-centric in everything we do.

To this point, the [your department] team is embarking on a new and exciting endeavor! We will soon participate in the exclusive Customer Experience Certificate Program at University of Richmond University.

When completed, we'll bring back new skills, concepts, best practices, ideas, templates, and a plan to help us achieve our goal in becoming a truly customer-focused organization.

We look forward to sharing our learning with everyone in the company and working closely with you to reap the benefits. In fact, we encourage others to take this program. We can all learn together to help transform our entire company to be the top experience leader for our industry and raise the bar when it comes to elevating our customers!

It would be great if you join us. To learn more - simply contact me!



Get others  
pumped up

# Share with other management



Tell your peers!

Dear [your work colleague],

I've recently accepted a board seat at University of Richmond University to help advise and shape their Customer Experience Certificate Program.

I'm very excited about this opportunity and believe that this world-class curriculum is a great benefit to our firm. The course sessions are taught by leading practitioners, focus on solving real-world problems, and provide best practices and solutions to implement immediately at our company.

I've attached a brochure about the program, along with an ROI toolkit that explains the benefits of attending. In case you would like more information, visit the program's website: [www.cx.richmond.edu](http://www.cx.richmond.edu).

This coursework will be a great value to you and your team! When you register, be sure to use the Register and Pay Later page and enter discount code URB20. You'll get my 20% board member discount.

Thanks for taking a few minutes to review this information. If you have any questions or would like additional details, please feel free to contact me at any time. I look forward to speaking with you soon and hearing your thoughts on the CX@ University of Richmond program.

Best Regards,

# Chat & celebrate

Talk about your progress!

The [Your department] Team Reimagines Customer Experience!

Our customers deserve the very best. That's why the [Your department] Team is working hard to improve customer's experiences. To ensure that we are equipped to help us all raise the bar to the next level, the entire [your department] team has now completed their Customer Experience Certificate Program at University of Richmond!

As a direct result, they have already achieved several successes, including gaining executive approval of the experience vision, forming the Customer Advisory Board, creating customer personas for current projects, capturing the overall customer journey, streamlining the customer onboarding process, and unifying the customer relationship approach across our organization. That's quite an achievement in 6 short months!

As [Your Name] stated, "We need to work hard everyday to earn our customer's trust and their business, by exceeding their expectations." The [your department] team is ready. Are you?



# Gossip on your internal web



Send teasers

The [your department] team is off to the races in becoming customer-focused. Read more on their department page...

Obsessed on customers anyone? Find out how the [your department] team is inviting customers to the table at every meeting. Learn more...

Are you making a WOW experience for your customers? Learn what the [your department] team has done to innovate on behalf of customers...

Interested in Customer Experience Strategy for your own department? Visit the [your department] page to see the great one they developed as a result of the University of Richmond program ...

Where are we on our customer experience improvements? Visit the [your department] page to see the data dashboard. CX Metrics anyone?

Great leaps and bounds! We've increased our renewal rate by 11% in the last 2 months. How? Check out our growing Customer Experience Initiatives...

Culture isn't just for yogurt! Our Customer Focused Culture simply rocks! Check out the upcoming activities we have planned...

Have you helped a customer today? We would love to hear your story! Please visit the [your department] page to submit for the big contest!

# Confess to the world...

## [Your company] Works to Redefine Customer Experience

PRESS RELEASE: The [your company] announced today that [your name and title] has joined the University of Richmond Customer Experience Certificate Program Leadership Board. "This is quite an honor," [your name] commented. "Overall, it is one more step in illustrating our commitment to our customers. The experience economy has disrupted every industry, and the [your industry] is no exception. As a forward thinking business, we embrace the concept that the actual experiences customers receive will separate us as a market leader."

[Add a section about you and your qualifications]

Through this newly appointed position on the University of Richmond Customer Experience Advisory Board, [your name] will provide input and leadership through classroom visits, forums and conferences, and by actively participating in student coaching opportunities. The Board supports attendees of the University of Richmond Customer Experience Certificate Program who are immersed in an intensive, collaborative and educational environment, learning to apply principles and techniques that drive customer experience innovation.

As part of this announcement, [your company] revealed they are ensuring that all of their [your department] employees will attend this exclusive program. "Our obsession on our customers is not new," stated [your name]. "However, our level of commitment by our entire staff is accelerating."



Reap brand  
kudos

# ...your relationship with University of Richmond!



Add  
relationship  
quotes

## [Press release continued]

“We are delighted to announce this renewed commitment to our customers,” said [your CEO / President]. “By ensuring our employees are well trained in customer experience principles, we are transforming all corners of our organization. Ultimately, our customers will reap the benefits of being at the center of our focus.”

We’re excited to be involved with the [your company]’s customer experience program at University of Richmond. We are dedicated to enhancing and growing this program on behalf of our customers is tremendously inspiring. While we are seeing similar efforts from forward-thinking businesses that are beginning to understand that providing a great customer experience is the differentiator, [your company] is leading the way.

[Your name] confirmed, “University of Richmond has worked very closely with us, making their program available both in-person and online. It’s a great partnership and a privilege to serve on their Board.”

The University of Richmond University Customer Experience Certificate Program at is an interdisciplinary curriculum designed to provide the skills and insights needed to move Customer Experience initiatives forward within organizations.

Quarterly classes are available in both 4-day in-person and 8-week online formats. Corporate programs are also available. For more information, visit [cx.Richmond.edu](http://cx.Richmond.edu) or call 804-352-3443.

# Keep the chatter going in blogs

Here are some ideas to get your juices flowing on writing blog posts on your company's site. Don't have a blog? Don't worry, use LinkedIn Pulse! Keep your articles short and concise. Readers love quick scans. Be a real winner and make yours only three paragraphs!

- 6 Steps To Better Customer Experience Journey Mapping
- Are You Hitting Roadblocks to Customer Experience Success?
- 5 Tips for Instilling Customer Empathy in Your Culture
- 4 Customer Experience Failures and Why
- Customer Experience Leader or Laggard - Which are YOU?
- 3 Crazy Ideas to Focus Employees on Customers
- Why the Road to Becoming a Beloved Brand is Bumpy
- Writings on the Wall - Poster Ideas for Customer Experience
- Feedback and Action; What Stops Most Companies
- 5 Ways to Help Employees Make the "Customer Connection"
- Our Biggest Success with Customer Experience



Be a thought leader!

# Chinwag via a media calendar

#CX rocks! We're leading the way!

Innovations via #CX journey maps

5 tips for your own #CustExp program

Crazy ideas to cultivate #CX culture

Paving bumpy roads to #CustExp success

## Type of CX News

Type of CX News	Internal	Press Release	Twitter	Facebook	LinkedIn
Program Announcement	✓	✓	✓		✓
New CX Executive	✓	✓			✓
Employee Contest	✓				
Customer Contest	✓		✓	✓	
Community Event	✓		✓	✓	✓
Conferences/Tradeshows	✓		✓	✓	✓
Feedback Action Taken	✓		✓	✓	✓
Employee CX Awards	✓		✓	✓	
Video Testimonial	✓		✓	✓	✓
Case Study	✓		✓		✓
Blog Post	✓		✓		✓
University of Richmond Certifications	✓	✓		✓	✓

Let's talk!

*You made your message heard!*

Wow, I get it!

## Customer Experience Certificate Program

*Now, walk the talk.*

Make the most of your customer experience programs. Keep the conversation flowing by registering employees at University of Richmond **TODAY!**



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