The Sweet Spot: Integrating Customer Experience (CX) and Employee Experience (EX)

Executive Education Program 2024

swinburne.edu.au/CXI/shortcourses

The Sweet Spot: Integrating CX and EX

Date

Thursday 23 May 2024
Start 9.00am – 4.30pm

Location

Swinburne University of Technology
Australian Graduate School of Entrepreneurship Building Corner Wakefield and William Street Hawthorn VIC

Cost

The Experience Excellence suite consists of 3 x programs.

- 1 program – AUD$895 plus GST (per person)
- 2 programs – AUD$1,700 plus GST (per person)
- All 3 programs – AUD$2,450 plus GST (per person)

Overview

While Customer Experience (CX) remains a cornerstone in building engagement and loyalty, its interdependent relationship with Employee Experience (EX) holds a lot of untapped strategic potential. Both dimensions are crucial for business success, as they are closely connected to various organisational aspects, from internal processes to customer interactions. Although significant effort has been put into individual excellence in CX and EX, the true frontier of competitiveness lies in their seamless integration.

This third and final program in a strategic three-part series focuses on the interplay between CX and EX. Offered by the Customer Experience & Insight (CXI) Research Group and Australian Graduate School of Entrepreneurship in the School of Business, Law and Entrepreneurship at Swinburne University, the curriculum leverages the service blueprinting framework to dissect, visualise, and re-engineer the intricate connection between employee and customer actions, highlighting potential areas of tension and improvement.

Much like CX, effective integration of CX and EX is not a one-off initiative but a process of continuous refinement. Success in this area may require a fundamental shift in a company's culture, communications, or operational strategies. However, the return on this investment is evident, culminating in enhanced customer satisfaction and employee engagement and, in turn, optimised business performance.

This program helps participants understand how to combine CX and EX, providing the knowledge and practical tools to create a unified and responsive experience ecosystem. While beneficial as a standalone learning module, this program serves as a capstone when undertaken as part of the entire Experience Excellence program suite, providing a comprehensive understanding of and new skills in the combination of customer and employee experience.

Program Topics

Integrating CX and EX provides a multi-dimensional framework for customer and employee experiences as a cohesive strategy. This culminating program in our three-part series will explore areas such as:

- Aligning customer and employee journeys
- Service design and blueprinting fundamentals
- Tailoring service design and innovation
- CX and EX measurement and improvement
- Practical applications on how integrating CX and EX enhances operational efficiency, drives engagement, and fosters long-term relationships with customers and employees
- Best practice case studies and next practice trends

Who Should Attend?

- Strategic leaders and middle managers from sectors like retail, finance, and customer service where aligning employee and customer experiences is crucial for success
- Human Resources and Customer Experience executives looking to synchronise internal and external engagement strategies
- Operational managers charged with overseeing both employee activities and customer interactions
- Brand and marketing professionals keen on integrating a cohesive experience strategy
- Entrepreneurs and business owners interested in leveraging the benefits generated between EX and CX for a competitive edge

Dynamic Learning Environment

Aimed at mid-level managers and specialists, this program is meticulously crafted to impart practical knowledge in the symbiotic relationship between CX and EX. Utilising service blueprinting methodology, the course includes interactive dialogues, practical exercises, and case studies to provide a well-rounded educational experience. This rich learning environment is further amplified by a diverse range of participants, each bringing their own expertise and insights into the conversation. Together, attendees will explore frameworks for seamlessly integrating CX and EX, to create enduring value for stakeholders and foster long-term organisational success.

Enquiries & Registrations

For more information about the program and developing new ideas, skills, and strategies to thrive in a new world of business and employee centricity contact:

Kristy Horne
khorne@swinburne.edu.au
+61 3 9214 5961

Program Facilitator

About David Ginsberg

David is a highly credentialed and well-regarded business and retail expert and has a diverse background comprising of over 30 years in senior management and advisory roles for multinational organisations.

With a formidable customer centric focus, David has led organisational and experiential change at 7-Eleven Hong Kong & Australia, Shell Asia Pacific & The Middle East, Dairy Farm International Hong Kong, Macro Wholefoods, Franklin's Supermarkets, BP Australia, The Warehouse New Zealand, Westfield, Metcash, CSR, Dulux, Treasury Wine Estates, Swisse, Sanofi, Coles, Woolworths, Australian Pharmaceutical Industries (Priceline), and United Fuel.

Possessing a strong communication, public speaking and educational repertoire, David is an Adjunct Industry Fellow at Swinburne University of Technology where he teaches industry-engaged courses to post-graduate and executive students. David is also an Associate at Melbourne Business School, a lecturer at RMIT, and has worked at Monash Business School as a Program Director at the Australian Centre for Retail Studies.

Program Schedule

Pre-reading

- CX-EX Case Study

Morning Session

CX-EX Integration Fundamentals
- CX and EX Challenges and Opportunities
- Introduction to Service Design
- Engaging Key Stakeholders

Working Lunch

CX-EX Integration Design
- Mapping CX-EX Interactions
- CX-EX Misalignment Opportunities

Afternoon Session

CX-EX Integration Evaluation
- CX-EX Measurement and Continuous Improvement
- CX-EX Best Practice and Future Trends

Experience Excellence Program Suite

Be part of an unparalleled learning and skill development journey of experience excellence: CX (Part 1), EX (Part 2) and the integration of CX and EX (Part 3). Undertake one specialist program or all three, through which you will discover the benefits of designing, delivering, and diagnosing CX and EX and how they work together to deliver exceptional experiences.

Sign up to equip yourself or members of your team with the skills and knowledge to make a real impact and successfully compete on experience.

Part 1	Part 2	Part 3
CX Design, Delivery and Diagnosis	EX Design, Delivery and Diagnosis	The Sweet Spot: Integrating CX and EX

CXI Research Group
swinburne.edu.au/cxigroup

Swinburne Business School
Swinburne University of Technology
PO Box 218, Hawthorn VIC 3122
Australia

CRICOS Provider Code: 00111D
Training Organisation Identifier: 3059
The information contained in this brochure was correct at the time of publication, March 2023.
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Course information may change, for the most up-to-date information please contact the CXI team.

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