MIT MANAGEMENT EXECUTIVE EDUCATION

Breakthrough Customer Experience (CX) Strategy
Program Agenda

DAY 1:

8:30 – 8:45 AM	**Program Welcome and Introductions** *Executive Education Team*
8:45 – 9:15 AM	**What is your biggest challenge?** *Everyone will introduce themselves to the group and describe their biggest CX goals and challenges: best practices and cautionary tales.*
9:15 – 11:15 AM	**Becoming a CX Choice Architect** *We start this session by adopting a behavioral economic lens for understanding choice as a foundation for data collection and analysis. We will underscore the importance of a customer-centric mindset and deconstruct the customer journey in order to gain greater insight into the needs of people during the experience. We will examine how digital transformation has forever changed Customer Experience. After this session you will become a CX "choice architect."*
11:15 – 11:30	**Break**
11:30 AM –12:50 PM	**Nudge Strategy in the Customer Journey** *In this interactive session, we will work on reconstructing the customer journey using behavioral "nudges." This will allow us to identify critical opportunities for improving internal and external processes at touchpoints within the customer experience. This will prepare you to collect the kinds of data that is more predictive of future behavior, an essential skill for competitive advantage.*
12:50-1:00 PM	**Wrap up**

DAY 2:

8:30 – 10:30 AM	**Getting Down to Brass Tacks: The Practitioner's Perspective** *Guest Speaker, TBD* *This session will focus on honing CX skills by keeping up with the practitioner state-of-the-art. We will discuss the tensions managers face between profitability and serving customers.*

10:30 – 10:40 AM	**Break**
10:40 AM – 12:30 PM	**Meet "Homo Technologicus"**
	In this session we will focus on the intersection of behavioral science and artificial intelligence: the human who outsources cognitive tasks to technology – "homo technologicus." We will examine the latest in AI and Choice, and discuss the implications of this cutting-edge research on CX. Important topics include: digital transformation, trust in AI, AI ethics, and the interaction between human cognitive and algorithmic bias.
12:30 – 1:00 PM	**Wrap up & Learning Synthesis**
	We'll recap the day in this session and break into small groups to discuss the main learnings. This will also be an opportunity to raise questions and get input from Renée and your fellow participants.

DAY 3:

8:30 –10:30 AM	**Delivering Value to Customers**
	We've explored the tools that "nudge" customers toward optimal decision-making. But to ensure that these strategies are employed in a customer-centric fashion, we need to be mindful of the kinds of value that make customers feel that they are benefitting in the CX, too. In this session, we'll apply a framework for 5 kinds of value that increase engagement and create loyalty.
10:30 – 10:45 AM	**Break**
10:45 AM to 12:00 PM	**Harnessing the Power of Experiments**
	This session explores the methodological tools that enable the collection of deep customer insights. We will obtain a multi-method data collection "tool kit," and sharpen our experimental skills to focus on behavioral data. We will then discuss the cultural shifts that you can make happen in order to create a culture of experimentation.
12:00 to 12:10 PM	**Break**
12:10 – 1:00 PM	**Pulling It All Together**
	In this session, we will synthesize our learnings and discuss how we make systemic the processes we have applied in the course. We will discuss next steps for breakthrough CX strategy in your organization and the ways in which we can adroitly respond to digital transformation in order to meet (and exceed) customer needs.
1:00 PM	**Program Close**

In-Person Cambridge, MA
All times noted are in Eastern U.S. timezone

DAY 1

8:30 – 9:00 AM	Registration and Breakfast

9:00 – 9:30 AM **Program Welcome and Learning Synthesis Launch**
Everyone will introduce themselves to their groups and describe their biggest CX challenges in their "customers' own words." Then, based on pre-work, attendees will share a CX they'd be interested in tackling for a group project.

9:30 – 11:00 AM **Becoming a CX Choice Architect**
We start this session by adopting a behavioral economic lens for understanding choice as a foundation for data collection and analysis. We will underscore the importance of a customer-centric mindset and deconstruct the customer journey in order to gain greater insight into the needs of people during the experience. We will examine how digital transformation has forever changed Customer Experience. After this session you will become a CX "choice architect."

11:00 AM – 12:30 PM **Nudge Strategy in the Customer Journey**
In this interactive session, we will work on reconstructing the customer journey using behavioral "nudges." This will allow us to identify critical opportunities for improving internal and external processes at touchpoints within the customer experience. This will prepare you to collect the kinds of data that is more predictive of future behavior, an essential skill for competitive advantage.

12:30 – 1:30 PM **Lunch**

1:30 – 3:00 PM **Human AI Interaction & Frictionless CX**
We've talked about the benefits of nudges, but how can we reconcile this approach with consumer empowerment, particularly in "frictionless," digitally-mediated experiences? We will discuss this in this session, with a focus on the humans who increasingly outsource cognitive tasks to technology – "homo technologicus."

3:00 – 4:30 PM **Another Kind of Code: Human-Centered Responsible AI**
We will examine the intersection of behavioral science and artificial intelligence and explore the latest in AI and Choice via cutting-edge research. Important topics include trust in AI, AI ethics, and the interaction between human cognitive and algorithmic bias. This is essential content for firms that seek to build trust for competitive advantage.

4:30 – 5:00 PM **Key Takeaways and Insights**
A reflection on the day's CX journeys, nudges, and AI considerations, translating insights into practical takeaways.

5:00 – 6:00 PM **Reception**

DAY 2

8:30 – 9:00 AM	**Breakfast**
9:00 – 9:30 AM	**Learning Synthesis**

Review and discuss Day 1 material and assignments. Be prepared to share reflections and any questions you have.

9:30 – 12:30 PM	**Breakthrough Methods, Breakthrough Data: The Power of Experiments**

This workshop explores the methodological tools that enable the collection of deep customer insights. We will identify a multi-method data collection "tool kit," and discuss experiments as a powerful way for firms to rapidly test and learn about the efficacy of CX strategy. In this session we will build upon our multi-method data collection "tool kit," and sharpen our experimental skills to focus on behavioral data. We will then discuss the cultural shifts that you can make happen in order to create a culture of experimentation.

12:30 – 1:30 PM	Lunch
1:30 – 3:00 PM	**Delivering Value to Customers**

We've explored the tools that "nudge" customers toward optimal decision-making. But to ensure that these strategies are employed in a customer-centric fashion, we need to be mindful of the kinds of value that make customers feel that they are benefitting in the CX, too. In this session, we'll apply a framework for 5 kinds of value that preserve consumer agency while increasing engagement and loyalty.

3:00 – 4:30 PM	**Pulling It All Together**

In this session, we will synthesize our learnings and discuss how we make systemic the processes we have applied in the course. We will discuss next steps for breakthrough CX strategy in your organization and the ways in which we can adroitly respond to digital transformation in order to meet (and exceed) customer needs.

4:30 – 5:00 PM	**Awarding of Certificates**