BREAKTHROUGH CUSTOMER EXPERIENCE (CX) STRATEGY

WHEN

Nov 30–Dec 2, 2026

PRICE

$4,900

WHERE

Cambridge, MA

EXECUTIVE CERTIFICATE TRACK

Digital Business

Whether you are part of a new company leveraging the latest technologies, or a legacy organization feeling the pressures of digital transformation, you need a customer experience strategy that is the best of two worlds—data-driven but also keenly aware of the human element.

In this highly interactive two-day program, Renée Richardson Gosline, MIT Sloan Senior Lecturer, demonstrates how state-of-the-art behavioral economics can be combined with leadership strategy to develop innovative marketing strategy and competitive advantage.

You'll learn how to create different types of value for customers, leverage artificial intelligence for an enhanced experience, and embrace field experiments for actionable data-based insights. You'll leave this customer experience course with a varied set of tools to help you enhance the digital customer experience your company provides and transform your organization to optimize an experimental culture. Gosline will also draw on the research behind her forthcoming book, The Human Algorithm: How humans augment AI, and vice versa, to improve decision-making.

Please visit our website for the most current information.

executive.mit.edu/cx

MIT MANAGEMENT EXECUTIVE EDUCATION

FACULTY*

Renée Richardson Gosline

**Please note, faculty may be subject to change.*

TAKEAWAYS

In this research-driven and practitioner-led program, you'll learn:

- Why the seat of control in the digital economy resides in exchanges among consumers and brands—and how these exchanges produce shared value.
- The ways in which digital technologies have accelerated business-to-consumer and consumer-to-consumer exchanges.
- How to generate new opportunities for value creation by rethinking or creating touch points in the user experience.
- The basics of experimentation and multi-method data collection strategies for deep consumer insights
- How to become a change agent to lead a culture that pairs innovation with customer needs

WHO SHOULD ATTEND

Participants of this program are seeking to update their own skill sets as well as the analytic and experimentation capabilities of their organizations. Ideal participants include but are not limited to:

- Individuals and teams charged with strategy or marketing
- Entrepreneurs and executives of start-ups
- Executives and managers of legacy firms

"Really enjoyed this course. Not only was it highly engaging and presented fantastically well, but it also covered a huge amount of ground... It included many thought-provoking insights into the direction that CX is taking, and what - especially around AI - it can do and mean for organizations."

- Daniel R.

OVERALL RATING | ★ ★ ★ ★ ★

CONTACT INFORMATION

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