

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Master Certificate in Retail Customer Experience Management

Leadership Level



LAPT — London Academy of Professional Training

Address 85 Great Portland Street, W1W 7LT, London, United Kingdom

Email info@lapt.org

Telephone +44 7513 283044

Web lapt.org

Reference RT-RSC-L • Retail Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	RT-RSC-L
AWARD	Certificate
ASSESSMENT	430 marks — 258 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1

Advanced Data Analysis and Insights

5 chapters · 30 classes65 marks

• 1 Fundamentals of Retail Data Analysis — 6 classes

› 1.1 Understanding Retail Data Types and Sources

› 1.2 Exploring Key Metrics in Retail Performance

› 1.3 Analyzing Customer Demographics and Behavior Data

› 1.4 Interpreting Sales and Inventory Data Patterns

› 1.5 Applying Data Visualization Techniques in Retail

› 1.6 Generating Insights for Strategic Retail Decisions

• 2 Understanding Customer Behaviour Through Data — 6 classes

› 2.1 Analyzing Customer Demographics for Insights

› 2.2 Interpreting Buying Patterns and Trends

› 2.3 Identifying Behavioral Segments with Data

› 2.4 Applying Predictive Analytics in Retail

› 2.5 Utilizing Customer Feedback for Data-Driven Decisions

› 2.6 Implementing Strategies from Data Insights

• 3 Advanced Analytical Methods for Retail Insights — 6 classes

› 3.1 Understanding Advanced Retail Data Sets

› 3.2 Applying Statistical Techniques to Retail Data

› 3.3 Exploring Predictive Analytics for Retail Trends

› 3.4 Utilizing Machine Learning for Customer Insights

› 3.5 Interpreting Data Visualization in Retail Contexts

› 3.6 Implementing Data-Driven Strategies in Retail Leadership

• 4 Data-Driven Decision Making in Retail — 6 classes

› 4.1 Understanding the Role of Data in Retail Decision Making

› 4.2 Identifying Key Retail Metrics and KPIs

› 4.3 Collecting and Organizing Retail Data Effectively

› 4.4 Analyzing Customer Behavior Through Data Patterns

› 4.5 Transforming Data Insights into Strategic Retail Decisions

› 4.6 Evaluating the Impact of Data-Driven Decisions on Retail Performance

• 5 Leveraging Big Data for Enhanced Customer Experiences — 6 classes

› 5.1 Understanding Big Data in Retail

› 5.2 Identifying Key Data Sources for Customer Insights

› 5.3 Analyzing Customer Behavior Through Data Trends

› 5.4 Applying Data Analysis Techniques to Enhance Experiences

› 5.5 Translating Data Insights into Actionable Strategies

› 5.6 Evaluating the Impact of Data-Driven Decisions on Customer Satisfaction

• 1 Understanding the Retail Customer Journey — 6 classes

- › 1.1 Identifying Key Stages in the Retail Customer Journey
- › 1.2 Analyzing Customer Touchpoints and Interactions
- › 1.3 Mapping Customer Emotions Throughout the Journey
- › 1.4 Evaluating Customer Pain Points and Opportunities
- › 1.5 Enhancing Customer Experience through Journey Mapping
- › 1.6 Implementing Improvements Based on Journey Insights

• 2 Mapping Customer Experiences in Retail — 6 classes

- › 2.1 Understanding Customer Journeys in Retail Environments
- › 2.2 Identifying Key Touchpoints in the Retail Experience
- › 2.3 Analyzing Customer Pain Points and Opportunities
- › 2.4 Crafting Empathy Maps for Diverse Retail Shoppers
- › 2.5 Designing Effective Retail Customer Journey Maps
- › 2.6 Implementing Improvements Based on Customer Journeys

• 3 Identifying Pain Points and Opportunities — 6 classes

- › 3.1 Understanding the Basics of Customer Pain Points
- › 3.2 Analyzing Customer Feedback to Identify Pain Points
- › 3.3 Mapping Customer Journeys to Reveal Friction Areas
- › 3.4 Prioritizing Pain Points for Effective Resolution
- › 3.5 Developing Strategies to Address Customer Pain Points
- › 3.6 Identifying Opportunities for Enhancing Customer Experience

• 4 Designing Improvements for Customer Engagement — 6 classes

- › 4.1 Understanding the Customer Engagement Lifecycle
- › 4.2 Identifying Key Touchpoints for Engagement
- › 4.3 Analyzing Customer Feedback and Pain Points
- › 4.4 Developing Strategies to Enhance Engagement
- › 4.5 Implementing Customer-Centric Improvements
- › 4.6 Measuring and Adjusting Engagement Initiatives

• 5 Measuring Impact and Continuous Improvement — 6 classes

- › 5.1 Understanding Key Metrics in Customer Journey Mapping
- › 5.2 Analyzing Data for Customer Experience Insights
- › 5.3 Evaluating Customer Feedback Effectively
- › 5.4 Implementing Continuous Improvement Strategies
- › 5.5 Monitoring the Impact of Changes on Customer Experience
- › 5.6 Refining Customer Journey Maps for Better Outcomes

• 1 Understanding Customer Behavior and Expectations — 6 classes

- › 1.1 Identifying Core Consumer Behaviors
- › 1.2 Analyzing Customer Expectations
- › 1.3 Exploring the Impact of Emotional Drivers
- › 1.4 Segmenting Customers for Tailored Experiences
- › 1.5 Predicting Behavioral Trends Through Data
- › 1.6 Applying Behavioral Insights to Enhance Customer Experience

• 2 Designing Innovative Customer Experience Strategies — 6 classes

- › 2.1 Understanding Customer Needs
- › 2.2 Analyzing Market Trends for Innovation
- › 2.3 Exploring Cutting-Edge Technologies
- › 2.4 Designing Customer-Centric Solutions
- › 2.5 Prototyping and Testing New Concepts
- › 2.6 Implementing and Evaluating Strategies

• 3 Implementing Technology-Driven Enhancements — 6 classes

- › 3.1 Understanding Technology's Role in Customer Experience
- › 3.2 Identifying Opportunities for Technology Integration
- › 3.3 Analyzing Case Studies of Successful Tech Implementations
- › 3.4 Evaluating Tools for Enhancing Customer Interactions
- › 3.5 Designing a Tech-Driven Customer Experience Strategy
- › 3.6 Measuring the Impact of Technology on Customer Satisfaction

• 4 Personalization and Customer Engagement Techniques — 6 classes

- › 4.1 Exploring the Basics of Personalization in Retail
- › 4.2 Identifying Customer Segmentation Techniques
- › 4.3 Implementing Data-Driven Personalization Strategies
- › 4.4 Leveraging Technology for Enhanced Customer Engagement
- › 4.5 Applying Real-Time Interaction Methods for Retail
- › 4.6 Evaluating the Impact of Personalization on Customer Loyalty

• 5 Evaluating and Optimizing Customer Experience Innovations — 6 classes

- › 5.1 Understanding Customer Experience Innovations
- › 5.2 Identifying Key Metrics for Evaluation
- › 5.3 Analyzing Customer Feedback for Improvements
- › 5.4 Applying Data-Driven Insights to Optimize Experience
- › 5.5 Implementing Continuous Innovation Cycles
- › 5.6 Measuring the Impact of Innovation on Customer Loyalty

• 1 Understanding Organisational Change in Retail — 6 classes

- › 1.1 Exploring the Dynamics of Organisational Change in Retail
- › 1.2 Identifying Key Drivers of Change in Retail Environments
- › 1.3 Analyzing the Impact of Change on Retail Operations
- › 1.4 Assessing Retail Change Readiness and Stakeholder Engagement
- › 1.5 Implementing Effective Change Strategies in Retail
- › 1.6 Evaluating and Sustaining Change Initiatives in Retail

• 2 Leadership Styles and Their Impact on Change Management — 6 classes

- › 2.1 Understanding Leadership Styles
- › 2.2 Analyzing the Role of Leadership in Change Management
- › 2.3 Comparing Transformational and Transactional Leadership
- › 2.4 Evaluating the Impact of Leadership on Organisational Change
- › 2.5 Identifying Challenges in Implementing Leadership Styles
- › 2.6 Applying Leadership Principles to Foster Effective Change

• 3 Communicating Change: Strategies for Retail Leaders — 6 classes

- › 3.1 Understanding the Importance of Communication in Change Management
- › 3.2 Identifying Key Stakeholders in Retail Change
- › 3.3 Developing a Clear Change Communication Plan
- › 3.4 Crafting Effective Change Messages for Retail Teams
- › 3.5 Utilizing Digital Tools for Communicating Change
- › 3.6 Evaluating the Impact of Communication During Change

• 4 Building Resilience and Adaptability in Retail Teams — 6 classes

- › 4.1 Understanding Resilience in Retail Teams
- › 4.2 Identifying Challenges to Adaptability
- › 4.3 Developing Team Resilience Strategies
- › 4.4 Implementing Change with Flexibility
- › 4.5 Encouraging a Growth Mindset in Retail
- › 4.6 Evaluating Team Adaptation Success

• 5 Evaluating Change Initiatives: Metrics and Improvement — 6 classes

- › 5.1 Understanding Key Metrics for Change Initiatives
- › 5.2 Identifying Effective Measurement Tools
- › 5.3 Analyzing Data for Insightful Feedback
- › 5.4 Assessing the Impact of Change on Stakeholders
- › 5.5 Implementing Strategies for Continuous Improvement
- › 5.6 Reviewing and Refining Change Tactics

• 1 Understanding the Evolution of Retail Customer Experience — 6 classes

- › 1.1 Exploring the Origins of Retail Customer Experience
- › 1.2 Identifying Key Milestones in Customer Interaction Evolution
- › 1.3 Analyzing Technological Advancements and Their Impact
- › 1.4 Understanding Consumer Behavior Shifts Over Time
- › 1.5 Evaluating the Role of Digital Transformation in Retail
- › 1.6 Applying Historical Insights to Modern Retail Strategies

• 2 Designing a Customer-Centric Strategy — 6 classes

- › 2.1 Understanding Customer-Centricity: The Core Concepts
- › 2.2 Identifying Customer Needs: Tools and Techniques
- › 2.3 Crafting a Customer-Centric Vision Statement
- › 2.4 Developing Customer-Centric Goals and Objectives
- › 2.5 Designing Customer-Centric Processes and Policies
- › 2.6 Evaluating and Iterating the Customer-Centric Strategy

• 3 Implementing Advanced Customer Engagement Techniques — 6 classes

- › 3.1 Understanding Advanced Customer Engagement Principles
- › 3.2 Analyzing Customer Touchpoints for Improved Interaction
- › 3.3 Designing Personalized Customer Engagement Strategies
- › 3.4 Implementing Technology-Driven Engagement Solutions
- › 3.5 Monitoring and Evaluating Customer Engagement Effectiveness
- › 3.6 Leading Teams in Sustaining Advanced Engagement Techniques

• 4 Leadership and Team Management in Customer Experience — 6 classes

- › 4.1 Understanding Leadership in Customer Experience
- › 4.2 Exploring Key Leadership Qualities for Retail Success
- › 4.3 Building Effective Teams for Customer Experience Excellence
- › 4.4 Developing Communication Strategies for Team Leadership
- › 4.5 Implementing Motivational Techniques to Enhance Team Performance
- › 4.6 Applying Leadership Skills to Real-World Retail Scenarios

• 5 Measuring and Analyzing Customer Experience Success — 6 classes

- › 5.1 Understanding Customer Experience Metrics
- › 5.2 Identifying Key Performance Indicators
- › 5.3 Analyzing Customer Feedback Effectively
- › 5.4 Leveraging Data for Customer Insights
- › 5.5 Assessing the Impact of Customer Experience Initiatives
- › 5.6 Implementing Continuous Improvement Strategies

• 1 Understanding the Foundations of Customer Experience — 6

classes

- › 1.1 Defining Customer Experience: Core Concepts and Importance
- › 1.2 Exploring Customer Personas: Understanding Diverse Needs
- › 1.3 Mapping the Customer Journey: Identifying Touchpoints
- › 1.4 Analyzing Customer Feedback: Listening and Learning
- › 1.5 Understanding Emotional Triggers: Enhancing Customer Satisfaction
- › 1.6 Developing a Strategic Customer Experience Plan: Key Steps and Considerations

• 2 Analyzing Customer Insights and Behavior — 6 classes

- › 2.1 Understanding Customer Insight Fundamentals
- › 2.2 Identifying Key Behavioral Patterns in Retail
- › 2.3 Analyzing Data Sources for Customer Behavior
- › 2.4 Interpreting Customer Feedback and Surveys
- › 2.5 Developing Customer Personas from Insights
- › 2.6 Applying Behavioral Analysis to Enhance Strategy

• 3 Designing a Customer-Centric Strategy — 6 classes

- › 3.1 Understanding Customer-Centricity: The Foundation of Strategic Planning
- › 3.2 Identifying Customer Needs: Techniques for Gathering Insights
- › 3.3 Analyzing Customer Data: Transforming Insights into Strategy
- › 3.4 Crafting the Customer Experience Vision: Aligning with Business Goals
- › 3.5 Designing Customer-Centric Initiatives: Strategic Planning Tools
- › 3.6 Implementing and Monitoring Customer-Focused Strategies: Ensuring Success

• 4 Implementing Strategic Customer Experience Initiatives — 6

classes

- › 4.1 Understanding the Foundations of Customer Experience Initiatives
- › 4.2 Analyzing Consumer Feedback to Inform Strategic Decisions
- › 4.3 Developing Actionable Customer Experience Roadmaps
- › 4.4 Aligning Team Resources with Strategic Goals for Customer Experience
- › 4.5 Implementing Technology for Enhanced Customer Engagement
- › 4.6 Measuring Success and Refining Customer Experience Strategies

• 5 Evaluating and Improving Customer Experience Strategies — 6

classes

- › 5.1 Understanding Customer Experience Metrics
- › 5.2 Analyzing Customer Feedback for Actionable Insights
- › 5.3 Identifying Gaps in Current CX Strategies
- › 5.4 Designing Solutions to Enhance Customer Satisfaction
- › 5.5 Implementing CX Strategy Improvements
- › 5.6 Measuring the Impact of Updated CX Strategies