



**pCX** | performance and  
**Customer Experience**

*The Art  
of Service Excellence*

postgraduate  
diploma



## Performance and Customer Experience (pCX)

Performance and Customer Experience are strongly related. Customer Experience (CX) is an integral part of any activity and it is vital for the performance of a company, especially today, in the wake of a global sanitary crisis. According to Forrester, brands with a customer-centric approach expand much faster, bringing in 5.7 times more revenue than other industries that do not focus on creating experiences and value for their customers.

From the foundation of CX and the understanding of class models applicable to this domain, to the tools and technical skills needed to create and monitor excellent CX, the modules of this unique programme will help you develop the right mindset for an innovative, prototype-driven and human-focused digital architecture.

Your journey with us will immerse you in an open space of ideas and mutual learning, providing a one-of-a-kind personal development experience that will equip you with the knowledge and practical skills needed for you to achieve excellence in CX.

Google Us!  
We have great credentials!



which is the number 1 hospitality university in the world





# The Art of Service Excellence

Following the pandemic crisis, we expect major economical shifts to accompany the increase in competitive technologies. In preparation for this “clash of market-driven strategies”, we are already mapping the customer’s journey by tracking the behaviour and by performing a wide array of analytics meant to grant us a peek into the inner desires and subconscious thought patterns that the customer is mildly – or wildly – unaware of, at least until some kind of insight kicks in.

We provide the insight.

Led by some of the most prestigious international experts in customer experience management, this Executive Programme will bridge the bird’s eye view and the granular data of a successful service delivery system.

We want to offer you the opportunity to upgrade your expertise, knowledge, and mindset by exposing you to unique trends and best practices in the service industries. You hold a privileged position. You are both the brand and the customer.

Why not make the most of both and earn expertise in service excellence in one of the best international professional programmes, designed and delivered by Winsedswiss Education Group in partnership with EHL Advisory Services?



# 4 intercultural experiences. One unique approach to learning.

## Bucharest pCX



The journey starts in Bucharest where you will be invited, for the first part, to join world-renowned professors with an impressive background in CX development, implementation and monitoring. They will guide you through the learning process.

The most innovative part of the programme is the second one: A series of CX Talks & Live experiences, divided in two sessions, one in Bucharest and another one in Belgrade. This includes access to different industries, exchange of information and experiences, while also creating the perfect environment for networking. Elie Vannier, professional Board Director, serving or having served on several boards in France, Switzerland, Italy, Greece, Belgium, UK, US, as well as over a dozen other countries ranging from Russia to the Philippines, will honour us with his presence and expertise.

The third part of the programme will bring us back to Bucharest where our participants will be given the chance to interact with some of the best trainers in their field, creating the space for developing the right mindset and soft skills to implement excellent CX.

1

## Belgrade pCX



The Belgrade experience will give you access to some of the best businesses in Serbia, allowing a live learning experience.

You will get to know and visit one of the most iconic businesses in former Yugoslavia, which successfully rode the wave of political upheaval, adapting into a fast-changing reality by blending tradition with innovative CX.

Our Belgrade pCX experience would not be complete without a dinner at the Royal Palace, where you will have the chance to enjoy a different approach to CX – the Royal one.

2



## Paris pCX

Bureau d'Image will open its doors to us in Paris.

The luxury industry, especially luxury hotels such as The Mandarin Oriental, The Ritz, Shangri La, and InterContinental Paris Le Grand, excels at creating some of the most memorable customer experiences.

Our Paris pCX journey will include visiting and learning from the best in class when it comes to creating and delivering high-end services. You will have the possibility to share a unique experience with other top luxury companies such as Christofle, Hermes, and many more.

3

## Lausanne pCX

Our final stop will be in Lausanne.

The number one university in the world when it comes to hospitality will host the final lectures, the presentation of the projects developed by the participants, and the graduation ceremony.

The Lausanne experience will serve as 'la crème de la crème' of customer engagement models as you will peruse an array of Michelin-star restaurants, palace hotels, top international companies and institutions such as Nestlé, Hublot, and IMD.

4

# 15 pCX checkpoints.

Complete your learning journey with us!

The first five modules of the programme will provide you with the knowledge and understanding of the CX foundation, as well as with the tools and methodologies needed to create, monitor and measure CX.

Module 1	Module 2	Module 3	Module 4	Module 5
Foundation of CX - An open vision of the service system	Managing quality and quality systems as Servqual model applied to CX	The post-pandemic version of CX - Creating and managing excellent user experience (UX)	Integrating Pricing into the performance of the CX	Measuring CX with CPIs (Customer Performance Indicators)
<b>Ray F. Iunius</b> Chief Executive Officer, Winsedswiss Education Group	<b>Horațiu Tudori</b> Hospitality Expert	<b>Samaad Laaroussi</b> Digital Marketing Director, Michel Reybier Hospitality Group	<b>Horațiu Tudori</b> Hospitality Expert	<b>Samaad Laaroussi</b> Digital Marketing Director, Michel Reybier Hospitality Group

The project-based approach represents the greatest added value we propose to our participants. Each of them will have the chance to work on a topic of their choice that will become a project they will implement directly in their own organisation.

**1-on-1 mentorship during the entire period of the programme will be provided.**

This way our participants will receive feedback that will easily be integrated within the daily activity of their organisation from the early stage of the programme.

The most innovative part of the programme will take part in Bucharest and Belgrade, a 4-day event of sharing knowledge, experience and interaction with the best in business when it comes to CX.

From health, hospitality to the automotive or watchmaking industry, businesspeople will share with you their experiences and insight into the challenges they have faced while developing and implementing CX.

## Module 6

The CX Talks & Live Experiences with best in business from different industries – Bucharest edition

### *Moderator:*

**Ray F. Iunius**, Chief Executive Officer, Winsedswis Education Group

### *Speakers:*

**Anca Damour**, Executive Committee Member Carrefour Romania, Real Estate & Corporate Affairs Director, CSR and External Communication

**Radu Gorduza**, Doctor, Healthcare Business Developer & Change Leader

**Dan Stefan**, Managing Partner Autonom

**Daniel Farmache**, Chief Executive Officer, E-INFRA

**Mugur Tolici**, HR Director, Banca Națională a României

**Diana Stafie**, Co-founder, Strategist and Partner, future Station

**Radu Szekely**, State Secretary, Romanian Minister of Education, Co-founder of the Finnish School Sibiu

**Elie Vannier**, professional Board Director

**Christine Schillings**, Chief Executive Officer, winsedswiss Romania

## Module 7

### Mid Term Project Presentation

A mid-term project presentation will be delivered by the participants and evaluated at this point.

### **Ray F. Iunius**

Chief Executive Officer, Winsedswis Education Group

## Module 8

The CX Talks & Live Experiences with best in business from different industries – Belgrade edition

### *Moderator:*

**Ray F. Iunius**, Chief Executive Officer, Winsedswis Education Group

### *Speakers:*

**Marko Vukomanović Geri**, Co-owner, Kafeterija

**Ivana Vukadinovic**, Protocol Chief, Minister of Construction, Transport and Infrastructure in Serbia

**Milan Sudar**, Hotel Manager, Bulgari Hotel London

**Stevan Rajta**, Lecturer, Consultant, Sommelier, Wine connoisseur

**Jan Luescher**, Chief Executive Officer, A Small World Group

**Mo Islam**, Vice-president, Deutsche Bank

## Project work & continuous 1-on-1 mentorship

These four modules will equip you with what we call a CX performer’s mindset. You will have access to some of the best trainers of the moment, who will facilitate a learning space aimed for you to develop all the soft skills required to better understand your customers, as well as to implement with agility the best CX on the market.

Module 9	Module 10	Module 11	Module 12
Design thinking applied to create excellent CX	CX Intelligence: better understanding of the customer needs and expectations through neurosciences	Mind Mapping and inner strategies for CX	Leading your organisation to performance in CX
<b>Cătălina Băduleasa</b> Consultant, Co-founder and Strategist, Design Thinking Society	<b>Costin Dămăşaru</b> Founder and Managing Director, Neuro Performance Enhancement Research Center	<b>Michel Wozniak</b> Strategic Thinking Expert	<b>Alexia Muteke-Ceppei</b> Senior Consultant, EHL Advisory Services  <b>Radu Manolescu</b> Co-founder and Managing Partner, K.M.Trust

Project work & continuous 1-on-1 mentorship





The final part of the programme will focus on Personal CX – you being the image of performance and excellence in CX.

You will learn. You will improve. And you will finally excel in CX.

This way you will also be ready for the final experience of the programme – the Swiss one – including the presentation of your project in front of a jury made up of some of the most prestigious Swiss and EHL professors.

### Module 13

**The mindset & looks of an excellent CX: Savoir vivre – savoir être**

**Bureau d'Image, Paris**

### Module 14

**The Swiss CX Experience including:  
The 7 steps Action Plan**

**Experts:**

**Ray F. Iunius**, Chief Executive Officer,  
Winsedswiss Education Group

**Olivier Verschelde**, Senior Consultant,  
EHL Advisory Services

**Exclusive guest speaker:**

**Jean-Claude Biver**, rejuvenator of the  
Blancpain and Omega brands,  
Former President of LVMH's watchmaking  
division and Shareholder of Hublot

### Module 15

**The final presentations and evaluations  
of the projects**

**Certificate awarding ceremony in Lausanne**

**Lead Professor Expert:**

**Ray F. Iunius**, Chief Executive Officer,  
Winsedswiss Education Group

**Members of the jury in front of which the  
projects will be presented:**

**Alexia Muteke-Cepi**, Senior Consultant,  
EHL Advisory Services

**Pierre Verbeke**, Director Hospitality Advisory  
Services, EHL Advisory Services


**Olivier Verschelde**, Senior Consultant,  
EHL Advisory Services

## You've already intuited the key benefits of our pCX learning experience, haven't you?



- ✓ A highly interactive course using the experiential learning approach
- ✓ Disruptive thinking CX approach
- ✓ The actual application of the key learning points in your own business
- ✓ One-on-one feedback and mentoring from highly renowned experts
- ✓ A unique learning intercultural experience
- ✓ Access to some of the best in-class organisations when it comes to creating an excellent customer experience
- ✓ Peer-learning
- ✓ Exclusive access to world-famous speakers
- ✓ The final module, exam, and graduation organised in the Number One hospitality university in the world: École hôtelière de Lausanne
- ✓ Alumni network, as part of the WEG community





## The pCX Programme will help you:



- ✓ understand CX and its different aspects;
- ✓ comprehend what is real performance and the impact of CX on achieving this real performance;
- ✓ apply the specifics of the service industry approach in creating effective customer experiences;
- ✓ develop a CX-centered project with direct and immediate application within your organisation;
- ✓ use the latest research results in design thinking, mind mapping, and neurosciences to perform in CX;
- ✓ directly experience cultural differences and use them in creating unique customer experiences;
- ✓ create and deliver excellent customer journeys;
- ✓ develop the right mindset that will help you implement excellent CX and transform your customers into your guests and brand ambassadors;
- ✓ improve your own soft skills which are valuable in CX, especially those related to communication and leadership;
- ✓ befriend and adopt the performer's mindset by applying personal CX;
- ✓ monitor and measure the impact of CX within your organisation, through specific CPI tools.

Expect to expand your global network,  
**as your fellows in this programme will be:**



- ✓ Customer Experience Professionals and Executives;
- ✓ CX Programme Developers;
- ✓ CEOs and Senior Management;
- ✓ Customer-Facing Managers;
- ✓ HR Executives;
- ✓ Marketing Executives;
- ✓ Business Owners;
- ✓ UX Developers;
- ✓ Call Centre Senior Managers.





# Real-life, real learning

This experience is divided into 15 modules, spanning over a period of nine months. During the 200+ training hours of the programme, you will be working on a final project with immediate business-life applicability. The programme calendar enables you to continue your professional activity while attending the programme.

**During the entire course, our participants will be part of an extended mentorship process.**

This will be organised weekly, face to face and/or online, and will give you the opportunity to disseminate your work and discuss topics of interest with direct applicability in your own organisation with professor dr. Ray F. Iunius and his mentor team.

**This way we ensure high applicability of the projects in the participant's company from the early start of the programme.**



## Blended, flexible, and tailored programme

A customised project-based programme in four extraordinary cities, designed for participants to discover and explore four distinct cultures and experiences in a face-to-face course format in Bucharest/Belgrade/Paris/Lausanne.

The learning spaces we propose are themselves completely out of the box:

- ✓ **in Romania:** Stejarii Country Club, Banca Națională a României, and a surprise downtown garden and private roof terrasse on the top of an iconic Bucharest building;
- ✓ **in Serbia:** Bambi HQ - a food manufacturing company, founded in 1967, NCR - CoE Center of Excellence, Royal Palace of the Royal Family of Serbia, and the Aleksandrovic Winery in Oplenac, Topola - one of the most prestigious and oldest wine yards in Serbia;
- ✓ **in Paris:** Bureau d'Image, Christofle flagship store, Hermes HQ;
- ✓ **in Lausanne:** École hôtelière de Lausanne – a world famous Palace, IMD, and a few other surprise locations.



## Get selected!

- ✓ CV and Motivation essay (in English)
- ✓ Interview

If you have a passion for services and the drive to achieve performance, send us your motivation essay and be prepared to meet us for an interview.



## Tuition Fee

9.800 €

*\* the course fees are for the provision of tuition, supervision, academic services and facilities, course materials, daily meal-plans (evening meals not included), and assessments, but do not include travelling, accommodation, and other personal expenses.*



## The journey begins

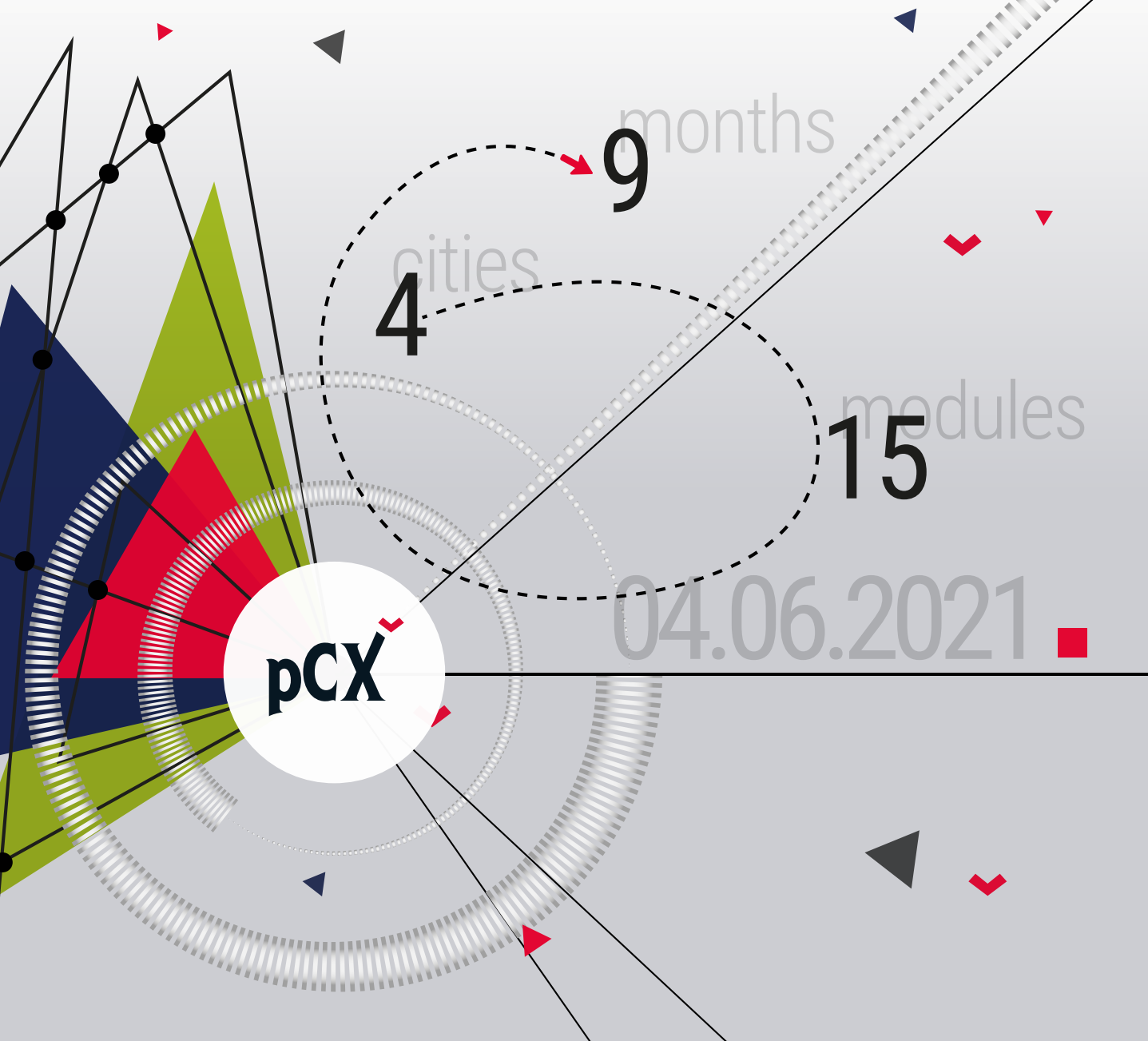
June the 4<sup>th</sup>, 2021



## Your trophy

Surely you aren't coming along only for the trophy, but still, it will be a rewarding one: a Postgraduate Diploma delivered jointly by Winsedswiss Education Group and EHL Advisory Services.

Train to become a leader  
in service excellence



## Programme Advisor



**Roxana Manolescu**

roxana.manolescu@winsed.swiss

+40 752 220 202



[www.winsed.swiss/pcx](http://www.winsed.swiss/pcx)