

RUTGERS UNIVERSITY ANNOUNCES NEW ONLINE CUSTOMER EXPERIENCE CERTIFICATE PROGRAM

NEW BRUNSWICK, New Jersey, May 26th, 2016 – The Rutgers Center for Innovation Education is pleased to announce that it will be running its unique Customer Experience Certificate Program, “CX@Rutgers” again this fall, following a highly successful first cohort in April 2016. Working professionals will now have the option of selecting from two program formats – a 4-day in-person immersion program running from November 7th to 10th, or the new 8-week online program that is being offered for the first time starting on September 20th. This CX-focused noncredit certificate program was developed in conjunction with zSchool, and allows participants to apply principles and techniques that drive Customer Experience innovation.

Graduates of the CX@Rutgers Certificate will:

- **Benefit from an interdisciplinary approach** – the curriculum is designed to engage teams to work together to solve problems from across different disciplines
- **Experience hands-on learning** – the CX@Rutgers faculty leads participants to solve real world problems and use practices developed by top companies
- **Gain practical, job-ready skills and knowledge** that allows participants to manage teams to learn how to gain customer insights and turn ideas into action
- **Leave with a professional CX Portfolio** from their capstone project, in which working professionals apply the learnings of the program towards a real world problem

The CX@Rutgers Certificate program places working professionals in small teams to solve real world problems with experienced subject matter experts helping guide them along the way. The only program of its type in the country, the certificate consists of 8 modules, specifically designed to meet the increasing demand for skilled customer experience professionals in the United States. Developed using the unique zSchool approach, program participants participate in role playing and simulations, while also working on a project of their choosing to apply the learning throughout the course.

"Following the success of our first Customer Experience Certificate Program, Rutgers is excited to be expanding the program to allow more individuals who don't necessarily have a customer experience background or technical knowledge to gain critical skills," said Stephen Carter, Director of the Center for Innovation Education at Rutgers University. "Students acquire authentic experience in as little as four days, regardless of their background or functional role. The new online format will also allow individuals to expand their education while working."

One of the unique aspects of the university certificate program is the close mentoring provided to students by faculty members. Faculty members are chosen based on their ability to engage and inspire so that students can apply their learnings back at their organizations. Program participants also receive a complimentary Apple Watch, along with Learning App, offering an engaging way for participants to interact with each other and the faculty.

Stephen Carter said, "We are excited to bring back this innovative program and have seen it to be a valuable option for professionals who wish to expand their skill-set in the areas of customer experience. As firms create new Customer Experience divisions, the job market is indicating a need for more CX Professionals for the foreseeable future. We are responding to this growing demand for employees who can make sense of this new ecosystem in New Jersey and beyond."

For more information about the CX@Rutgers certificate program, visit <http://bit.ly/CXatRutgers>. The Rutgers Customer Experience Certificate is offered as either an in-person course or the new 8 week online program, allowing individuals to choose the format that best fits their learning style. Online information sessions are taking place in July, August and September, and can be registered for at <http://bit.ly/CXatRutgersWebinar>. Individuals who register for either of the programs by August 1st receive a 10% discount off the program fee.

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About Rutgers and zSchool

Rutgers is a leading national research university and New Jersey's preeminent, comprehensive public institution of higher education. Rutgers is dedicated to teaching that meets the highest standards of excellence; to conducting research that breaks new ground; and to providing and services that help individuals and the local, national, and global communities.

The Rutgers Center for Innovation Education (RIE) offers a variety of certificate and non-degree programs that can help you increase your earning potential, meet licensing & certification requirements, transition into a new career, and update your professional skills. Its mission is to provide the most current and up-to-date professional and continuing education for technologists, innovators, and entrepreneurs.

zSchool runs education programs that provide participants with practical and actionable learning that gets results – allowing them to advance their career, change occupations, and make more of an impact in their position. zSchool combines the academic rigor of a university with the real world practicality of generating ROI. Its global network of executive education experts consult to many of the world's top universities to provide guidance and advice on how best to engage existing faculty and create programs unique to the university's strengths and market opportunities.