

EXECUTIVE SHORT COURSE  
[FUTURE LEADERS PROGRAMME]

# CX in Real Estate

CREATED BY

**EXPERIENCE  
MAKERS.**

# The Programme

**Experience Makers and the Bartlett Real Estate Institute have launched the CX in Real Estate - Future Leaders Programme.**

Experience Makers is the real estate industry champion for customer experience professional training and research. The Bartlett Real Estate Institute is part of UCL's world-class faculty and focal point for all built environment professionals to re-think real estate.

The **CX in Real Estate - Future Leaders Programme** is the first short course of its kind to combine academic research with industry insight to provide a vital understanding of customer experience strategy in property, and the skills to implement it.

The CX in Real Estate - Future Leaders Programme is supported by Experience Makers members and developed in consultation with an Advisory Group of leading organisations passionate about pushing the industry forward. These include The Crown Estate, Get Living, MAPP, Savills and Transport for London. Their involvement ensures that the programme is rooted in real-world aims, actions and successes.

**It is a pioneering 6 week executive education programme which will immerse you in new thinking about the landlord and tenant relationship.**

Spread over 8 units, you'll come away equipped with the practical skills to design and implement a successful customer experience (CX) strategy that will help drive revenue, increase customer retention and build brand loyalty.

As part of the programme you will hear first-hand from customers and stakeholders, learn from industry experts in and outside property, and be engaged through stimulating learning based on latest research and cutting-edge case studies.

**Get equipped and be ready to lead the future of real estate.**

# Short course units



## UNIT 1

### Building the CX Strategy

- From bricks & mortar to hospitality – The evolution of customer experience in real estate
- How to assess your organisation's customer experience and technology maturity
- How to design a customer experience strategy

## UNIT 2

### Inspired by our Customers

- What do our customers want? – Case studies on how occupier requirements are changing and impact for property suppliers
- Get listening – How to identify customers' needs and expectations
- Experiential design – Principles of product and service design in the experience age

## UNIT 3

### Customer Experience Design

- Introduction to customer journey mapping techniques to enhance CX
- Practical exercise to improve customer experience
- Innovation case studies, new technology and how to make the business case for CX

## UNIT 4

### Leadership

- The CX skills gap – Changing roles in real estate and how to grow CX talent
- Leadership checklist – Are you ready to lead change in your business?
- Taking responsibility – Your personal action plan

# Short course units



LIVE  
PROJECT

## UNIT 5

### Working with Partners & Stakeholders

- Define your stakeholders and understand how to build strong relationships
- From B-B to B-C: Insight from end users
- Align suppliers and compare alternative approaches to service delivery

## UNIT 6

### Performance Measurement

- Return on Experience – gain an understanding of financial and non-financial measures for evaluating CX impact
- How to implement an NPS monitor in your business
- Practical exercise using customer feedback to drive business strategy
- Best practice reporting

## UNIT 7&8

### Knowledge into Practice

- Apply your knowledge to a real-world business solution
- Design and present a CX strategy in multidisciplinary teams
- Dragon's Den-style pitch to panel of CX and industry leaders

## + SITE VISIT

### Virtual Tour

- Virtual site tour
- Experience best practice come to life
- Hear from customers and stakeholders

# Course Directors

**Howard Morgan, Founder, RealService and Professor Yolande Barnes, BREI Chair, with support from an Advisory Board of members from industry-leading companies including The Crown Estate, Transport for London, MAPP and Savills.**



*Experience Makers was founded 2 years ago with a mission to champion education and research in customer experience in real estate. We are thrilled to have found an academic partner that shares our ambition to rethink real estate.*

*We believe that this programme is an international first and are excited to welcome participants from the UK, Europe and the rest of the world.*

*Guided by an advisory board of industry experts, the new programme will challenge the status quo and create future leaders that understand the financial and customer imperative.*

**HOWARD MORGAN, CO-FOUNDER  
EXPERIENCE MAKERS**



*The new 5 day executive education programme delivered by The Bartlett Real Estate Institute and Experience Makers is an exciting next step in our journey to explore the richness and diversity of the value that real estate generates.*

*The CX in Real Estate - Future Leaders Programme sets out to open minds to new ways of thinking about real estate in the Covid-19 era and will equip students with practical tools to put this into action.*

*Our ambition is to foster a new generation of professionals who see real estate not as a commodity but as means to deliver an outstanding experience to customers.*

**PROFESSOR YOLANDE BARNES  
CHAIR, BREI**

# Our aim is to educate and inspire

## Enjoy learning

Delivered through a combination of expert talks, guest lectures and customer insight sessions, you will take part in stimulating and intensive learning alongside a diverse group of contributors from real estate and CX backgrounds.

## Work collaboratively

You'll have the chance to get to know fellow participants through group discussions and project exercises. You will work in multi-disciplinary teams to share insight, pool expertise and learn from one another.

## Grow your network

Meet new people and join a growing community of professionals who share a passion for improving customer experience and are rethinking the real estate industry's relationships with its stakeholders to drive success.



# Apply cutting-edge thinking

## Gain real world knowledge and practical tools

Apply theory and gain knowledge from practical case studies. Take back a range of tools to your own organisation:

- ✓ **CX maturity assessment**
- ✓ **Customer research & feedback techniques**
- ✓ **Customer journey mapping skills**
- ✓ **Personal Leadership assessment**
- ✓ **Supplier alignment checklist**
- ✓ **Performance measurement indicators**
- ✓ **Implement an NPS monitor**
- ✓ **CX strategy presentation skills**



# The Course

## How is the course delivered?

The CX in Real Estate - Future Leaders Programme is a 5-day online course spread over 6 weeks (4-8hrs guided learning per week).

It contains 8 units + virtual site visit.

## What will I take away from the course?

- Insight to measure your organisation's performance in customer experience
- A certificate from UCL evidencing your attendance and CPD participation
- Inspiration from CX best practice from within and outside real estate today
- Practical skills to lead a customer experience (CX) improvement project in your business
- Ability to measure your organisation's maturity in customer experience





# The Course

## Is this course right for me?

You're an Investment, Asset or Property Manager, Facilities Manager, Leasing or Built-Environment professional looking to enhance your working knowledge with a sound theoretical and practical underpinning in CX. Or you're a CX professional eager to apply your skills and discover how Customer Experience translates in Real Estate.

You may be a service partner, supplier or other real estate professional looking to gain a greater understanding of the customer experience mindset and direction of travel for the industry.

**Either way, you're ambitious to be an agent of change and progress your career in real estate. You see yourself leading CX strategy at a business, portfolio or asset level.**

**Driven by satisfying customers, you believe that a customer experience mind-set will make a real difference to the industry.**

## What happens after the course?

By enrolling in the CX in Real Estate - Future Leaders Programme the knowledge you share and the connections you make won't end with the duration of the course. You'll be part of a pioneering alumni of property professionals with a customer mind set.

On completing the course you'll receive a certificate of attendance from BREI UCL and have the opportunity to receive a year's mentorship from C-suite level connections through the Experience Makers network.

You'll also be invited to a network event held at the Bartlett Real Estate Institute to celebrate the **CX in Real Estate - Future Leaders Programme** and bring real estate companies, investors and customers together.

# Fees & dates

## Course fees

- £2995 + vat
- 10% discount for Experience Makers members

## Dates

- **Week 1:** Thurs 6th May; Fri 7th May
- **Week 2:** Thurs 13th May
- **Week 3:** Thurs 20th May; Fri 21st May
- **Week 4:** Thurs 27th May  
(2 week break)
- **Week 5:** Thurs 10th June
- **Week 6:** Wed 16th & Thurs 17th June (Live Project)

To book your place please go to the [BREI website](#)

Or contact [n.vasu@ucl.ac.uk](mailto:n.vasu@ucl.ac.uk) for other enquiries.





**EXPERIENCE  
MAKERS.**

The new CX in Real Estate Programme is delivered in collaboration by Experience Makers and the world-renowned UCL Bartlett Real Estate Institute. It has been developed with the active support of the UK's leading real estate owners and managers. The Programme is open to anyone looking to broaden their understanding of the connection between real estate and customer experience, and who is eager to make change happen in the real estate industry.

**For any enquiries please**

**visit: [The Bartlett Real Estate Institute website](#)**

**email: [n.vasu@ucl.ac.uk](mailto:n.vasu@ucl.ac.uk)**

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