Graduate Certificate in Customer Success Management

→ Learn the skills, tools and technical knowledge to retain, engage and manage customers and accelerate your career.

INDUSTRY PARTNERS:

salesforce   slack

RMIT Online

Why study with RMIT Online?

Flexible online learning

The freedom of learning online means you can study, whenever and wherever you want.

Real world skills

Our project-based assessments mean you'll roll up your sleeves and create a project for real a world business scenario, allowing you see the immediate impact of your learning within your organisation.

Full time support

Our expert team of support advisors along with academic tutors and course coordinators are the best at what they do and are here to support you every step of the way.

Industry connected

We combine the forces of a leading technology university with high profile industry partners to ensure you're job ready, learning practical skills that align with industry best practice.

Propel your career

Online postgraduate programs receive the same qualification as on-campus – without putting your life on hold.

Future focused

With up to the minute content, RMIT Online courses are shaped by future of work needs, ensuring that you acquire the latest industry relevant skills for today's in-demand jobs.
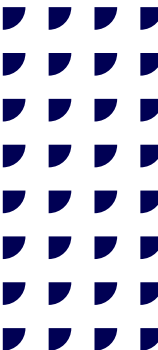
Why Customer Success Management

The rapid advancement of technology has seen a huge uptake in enterprise companies using the Software as a Service (SaaS) business model. Because SaaS products require renewal on an annual basis, companies are hiring professionals with a diverse set of soft skills combined with a deep understanding of technology to secure their annual revenue. These professionals are customer success managers, and this relatively new occupation has become Australia's fastest growing new job.

This program covers the latest approaches in marketing, technology, leadership, analytics, sales and business strategy to accelerate your career in customer success management.

You'll learn the skills, tools and technical knowledge to successfully retain, engage and manage customers in the contemporary workplace. We've collaborated with some of Australia's biggest brands so you'll learn real business insights, best practices and industry standards. All assessments are project based, and you will create projects for real-world business scenarios, allowing you to have an immediate impact on your organisation.

Customer success management is Australia's fastest growing job. Vacancies have **increased 9.8x** since 2013

(LINKEDIN EMERGING JOBS REPORT, AUSTRALIA, 2018)

Nearly 9,000 customer success manager vacancies in Australia

(SEEK APRIL 2019)

Top previous jobs for customer success managers:

– Account manager
– Project manager
– Business development manager
– Support
– Sales

Over 50% of CSMs directly advance to leadership roles.

(GAINSIGHT, THE STATE OF THE CUSTOMER SUCCESS PROFESSION 2019)

Course overview

Our Graduate Certificate of Customer Success Management is a comprehensive introduction to end-to-end customer relationship management.

Learning outcomes

- Design innovative customer value strategies
- Leverage customer data effectively
- Hit business targets by optimising customer behaviour
- Increase customer loyalty and longevity
- Improve customer experience design
- Use customer discovery and analysis tools
- Communicate customer strategies to stakeholders

What you create

- Design innovative customer experiences and strategies
- Identify customer pain points and ways to solve these
- Analyse key customer performance metrics such as Net Promoter Score and Customer Lifetime Value
- Build high value customer relationships and teams
- Prepare executive level reports and recommendations to persuade senior stakeholders

Duration
6 months full time, 12 months part time.
Expect 10–12 hours study per week per course, with each term comprising 10 weeks.

Price
$3,600 per course, program total: $14,400.*

*Plus a capped Student Services and Amenities Fee (SSAF) based on your credit point enrolment load.

FEE-HELP and other financial support may be available.

Fees typically increase each year and may change without notice. Total fees are estimates and should only be used as a guide.

Prerequisites/level of study
– An Australian bachelor degree or equivalent, or higher level qualification in any field from a recognised tertiary institution.
– You may also be considered for the Graduate Certificate if you have minimum 5 year full-time work experience. Applicants will need to submit a CV.

Enrolment:
Scheduled intakes are in January, April, July, and September.

RMIT Online

Why study online

Being 100% online, get 24/7 on demand access to the course content, ensuring you don't have to reduce your work or compromise your lifestyle.

Become industry connected as you learn from renowned academics with extensive industry experience. Our courses are designed with industry partners to ensure what you learn is up to date and aligns with best practice.
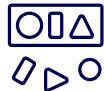
Get hands on through structured activities and build out your project portfolio to demonstrate your knowledge and practical skills.

Get personalised support that keeps you motivated on the road to success. Your support team includes the Student Success advisors who'll give you one-on-one assistance, an Online Facilitator, and a Course Coordinator.

Graduate with a globally recognised degree

RMIT Online

Prerequisites

Entrance Requirements

An Australian bachelor degree or equivalent, or higher level qualification in any field from a recognised tertiary institution.

You may also be considered for the graduate certificate if you have minimum 5 year full-time work experience. Applicants will need to submit a CV.

English Language

International students are required to provide current evidence of English language proficiency for admission to RMIT University.

You can provide your results from one of these three options:
1. an accepted English language proficiency test, or
2. an accepted English language provider, or
3. a recognised Australian or international qualification.

For detailed information on English language requirements and other proficiency tests recognised by RMIT, visit the English language requirements and equivalency information.

Australian Student Visas

RMIT's Online Graduate Certificate in Customer Success Management does not meet Australian student visa requirements.

For an Australian student visa, you must have an on-campus place in a program of study. For more details on RMIT's on-campus programs visit rmit.edu.au.

Credit Pathways

At RMIT Online, we're committed to supporting your lifelong learning journey. Our flexible learning pathways can be tailored to align with your individual educational goals. Some of our short courses, when taken in certain combinations, are eligible for credit in the Graduate Certificate in Customer Success Management.

For a full list of the short course elective bundles and eligibility, please refer here. To be eligible for a credit transfer, you will also need to meet this program's entry requirements. The course must be a current credential or completed within the last 10 years. Individual short courses are not recognised under the Australian Qualifications Framework (AQF).

Upon successful completion of the Graduate Certificate in Customer Success Management (GC175) you will be eligible to continue your studies in RMIT Online's Master of Business Administration (MBA) (MC199) with 48 credit points (4 courses) worth of credit.

Program structure

In this program you will learn and apply the skills required of a customer success professional in contemporary businesses. You will gain knowledge about the strategic, analytical, technological and operational influences and implications on customer value management, engagement and retention. You will develop the critical thinking, communication, and innovation capabilities required to manage customer relationships and drive customer value, applied through a variety of activity-based learning experiences.

On the successful completion of this program you will be equipped to:

- Design innovative customer value strategies that meet business goals and influence change in diverse contexts
- Develop the digital leadership capacity and management skills required to deliver sustainable value and success for customers
- Critically analyse customer data using a range of analytical tools and techniques to track, predict and optimise customer behaviour and experiences in line with business strategy
- Evaluate a variety of stakeholder engagement and communication strategies to develop sustainable and high value customer relationships
- Critically reflect on customer value performance from personal, team and organisational lenses and apply improvement frameworks to drive change
- Communicate customer value strategy, plans and performance to a variety of stakeholders and audiences

RMIT Online

Customer Value Strategy

In this course, you will approach the study of customer value from a strategic and customer-centric perspective, understanding its vital role in the achievement of business objectives. Software as a Service (SaaS) companies and a study of their business models will be a core focus as the emerging company type requiring customer success professionals. You will be introduced to the fundamentals of customer value strategy and value creation, and the key frameworks and models that underpin these theories drawing from domains such as marketing, strategy and customer behaviour. You will prepare customer value recommendations suitable for senior company and client stakeholders, identifying how these help achieve overarching business strategy and drive competitive advantage.

On successful completion of this course you will be able to:

- Evaluate the contribution of customer value to company and client business goals and objectives in various contexts
- Design and employ plans to optimise the customer experience by using customer centred research processes to identify customer needs
- Align customer value findings to company and client business strategies and present recommendations and customer value plans to key stakeholders

Assessments

- Organisational case study
- Customer value proposition map
- Customer value recommendations report

RMIT Online

Customer Relationships and Influencing Stakeholders

This course examines the effective and successful management of customer and stakeholder relationships. You'll reflect on the role of the customer success professional from the lens of self, team and organisation, and how these each contribute to building sustainable, loyal customer relationships. Key theories and frameworks underpinning this course include communication, team dynamics, conflict, negotiation, feedback, organisational structures and customer relationship management will be studied.

You will learn effective communication strategies to consult with clients and foster relationships built on empathy, engagement and the provision of value. You'll develop techniques to identify, deploy and drive change and continuous improvement initiatives in organisational contexts and customer value teams to deliver sustainable value to customers and stakeholders.

On successful completion of this course you will be able to:

- Evaluate the effectiveness of various customer relationship building strategies to identify approaches that drive increased customer retention and revenue
- Analyse the effectiveness of the role of self, team and organisation in building sustainable customer relationships
- Exercise various communication and negotiation methods and approaches to build engaged customer relationships
- Design and implement continuous improvement and feedback mechanisms to drive ongoing customer value in organisations

Assessments

- Critical reflection
- Team and organisational communications plan
- At-risk response and action plan

RMIT Online

Customer Solutions and Value Analytics

This course equips you with the domain knowledge and skills required to identify and implement customer value solutions, and continually assess evolving customer needs through data analytics and insights gathering. You will map the entire customer lifecycle, from engagement through to subscription renewal, recognising the evolving needs of the customer at each stage and identifying solutions opportunities. An understanding of the core capabilities (people, process and technologies) that underpin successful solutions delivery will be taught.

You will learn how to utilise data to measure key customer performance indicators such as Customer Lifetime Value and Net Promoter Score, and how to identify trends and draw insights from analysis to help grow sustainable value. Key theories and frameworks underpinning this course include customer segmentation, value pool analysis, customer loyalty, data-driven decision making, and business operating models.

On successful completion of this course you will be able to:

- Generate and compare current and desired customer lifecycles to identify customer value opportunities aligned to client business goals
- Design and employ innovative customer solutions by evaluating the role of technology and platforms appropriate for an organisation's context and evolving needs
- Formulate and communicate recommendations to grow customer value by critically analysing key customer performance metrics and synthesising insights

Assessments

- Customer lifecycle map
- Customer value and segmentation analysis
- Customer solutions actions plan

RMIT Online

Elective bundle:
Digital Leadership and Customer Experience Strategy and Design

RMIT Online's short courses are up-to-the-minute, industry led-modules that focus on important capability areas for a product manager. Choose one of the following RMIT Online elective bundles to add to your learning experience.

The digital leadership component will expose you to the leadership practices and mindsets required to build successful customer relationships and customer success teams. During this course, you will be introduced to a range of leadership frameworks and models, particularly within fast changing digital environments. You will gain an appreciation of evolving workforce needs and associated impacts on leadership practice, and how different leadership approaches can help address these challenges.

The customer experience strategy and design component will equip you with the customer-centric knowledge, tools and mindsets required to define and design high value customer experiences. You will learn key customer experience design techniques such as human-centred design, customer journey mapping, user experience, service blueprints and prototyping. Key theories and approaches underpinning this include customer experience management, design thinking and service design.

On successful completion of this course you will be able to:

- Critique a range of digital leadership models by identifying leadership requirements and opportunities in organisational contexts
- Develop leadership approaches to address changing workforce needs by evaluating leadership methodologies and emerging challenges in contemporary and disruptive businesses
- Design innovative customer experiences by applying customer experience design methodologies to customer journeys
- Apply prototyping approaches and frameworks to iterate and communicate desired customer experiences in a leadership capacity

Assessments

- Applied leadership in a disruptive, changing workplace - presentation and critical analysis
- Customer experience strategy

RMIT Online

Elective bundles: Digital Leadership and Digital Delivery with Agile

The digital leadership component will expose you to the leadership practices and mindsets required to build successful customer relationships and customer success teams. During this course, you will be introduced to a range of leadership frameworks and models, particularly within fast changing digital environments. You will gain an appreciation of evolving workforce needs and associated impacts on leadership practice, and how different leadership approaches can help address these challenges.

The agile delivery component will enable you to understand the depth and breadth of agile frameworks, methods, tools and techniques. You will learn how to select, blend and apply these broadly across business domains, helping people understand the benefits of focused work, identifying problems early, adapting to change, delivering early and often and the value of face-to-face communications.

On successful completion of this course you will be able to:

- Critique a range of digital leadership models by identifying leadership requirements and opportunities in organisational contexts
- Develop leadership approaches to address changing workforce needs by evaluating leadership methodologies and emerging challenges in contemporary businesses
- Critically evaluate a range of agile frameworks and their suitability in multiple business contexts
- Analyse agile practices by identifying agile success metrics and improvement opportunities

Assessments

- Applied leadership in a disruptive, changing workplace - presentation and critical analysis
- Agile assessment report and implementation plan

RMIT Online

Who's supporting you

RMIT Online works with leading experts at the forefront of their fields, multiplying the force of industry with a world-leading university. By studying with RMIT Online, you can be sure you will be levelling up your skills and qualifications through work-connected, relevant learning.

Salesforce is a cloud-based software company that provides customer-relationship management (CRM) software and applications focused on customer service, marketing automation, analytics, and application development.

Slack is a collaboration hub that brings the right people, information, and tools together to get work done. Millions of people use Slack to connect their teams, unify their systems, and drive their business forward.

Stephan Hitchins
Program Manager, RMIT

Stephan Hitchins is highly skilled in the methodology of Design Thinking and is credited with developing the 5E Design Thinking Framework (a non-linear problem-solving process) that has subsequently been integrated into the EMBA / MBA program at RMIT GSBL.

His key interests are complex problem-solving through human-centred design, promoting critical thinking in teams via collaboration and increasing the flow of knowledge between individuals via strategic leadership. Stephan is currently in the final stages of a Doctor of Philosophy focused on the effectiveness of Design Thinking as a problem-solving process.

Student success team, RMIT Online

Our student success team are here to help you with 1:1 coaching, tips on how to successfully study online, and any questions or concerns you may have.

Ready to get started?

Enrolment in our graduate certificate is easy.
Get in touch with one of our Student Enrolment
Advisors today and we can get the wheels moving.

STEP 1 **Chat to a Student Enrolment Advisor**

Our Student Enrolment Advisors have all the information you will need to choose the best course for you. They can even coach you through the enrolment process over the phone.

You can call our Student Enrolment Advisors during business hours on 1300 145 032. They'll be able to help with any questions regarding the application process, RMIT course fees, and how online study works.

STEP 2 **Send us your documents**

All you have to do is fill out and submit the relevant course application forms.
Your RMIT Student Enrolment Advisors can guide you through this process. It doesn't take more than a few minutes.

STEP 3 **Wait to hear from us!**

If there are any extra steps necessary, your Student Enrolment Advisor will let you know. Once you're enrolled, you'll also be able to access your course details via our Student Portal. For more information, visit **online.rmit.edu.au**

RMIT Online