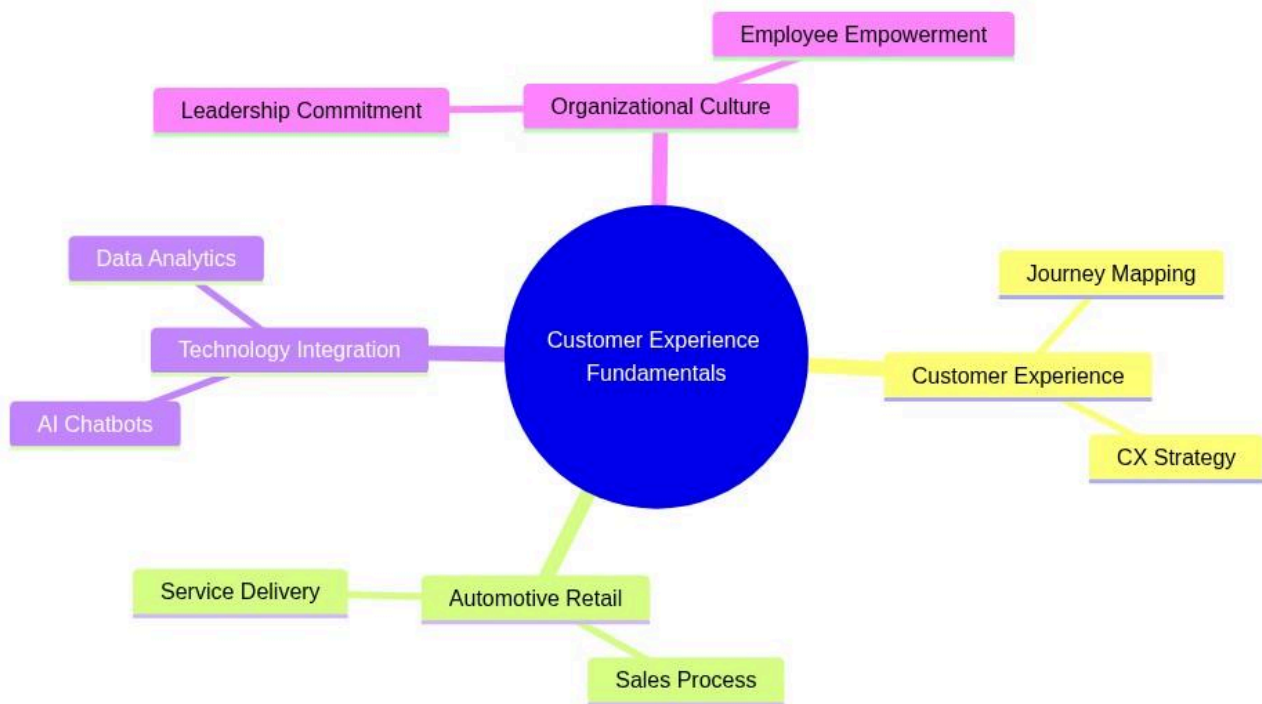


Undergraduate Certificate in Customer Experience in Automotive Retail

# Customer Experience Fundamentals



mindmap

```
root((Customer Experience Fundamentals))
  Customer Experience
    Journey Mapping
    CX Strategy
  Automotive Retail
    Sales Process
    Service Delivery
  Technology Integration
    AI Chatbots
    Data Analytics
  Organizational Culture
    Leadership Commitment
    Employee Empowerment
```