



Customer Experience in New Digital Times



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It is time to put customers at the core of everything you do and engage with them in new digital ways.

Highlights

- Focus on the 4 C strategies to grow: centricity, connection, collaboration and customization.
- Learn about your augmented CX (customer experience).
- Automate interactions with customers using the latest tools.

Key Competences

- Augmented customer experience (CX)
- CX culture - top to bottom
- Managing customer touchpoints
- Customer journeys

The Right Programme for You

You are a decision maker or operational manager and have direct or indirect interactions with customers. You need to understand customer experience and what it means for you in a digital world.

Senior Managers



Learn, Practice and Use

- **Understand** the new dynamics that rule customer behaviours & interactions
- **Get** an overview of the building blocks of augmented customer experience
- **Rethink** current setups and practices to put customers at the heart of your business
- **Explore** customers as decision makers, contributors and pilots
- **Learn** more about customer communities and business networks
- **Focus** on 4 key strategic areas of growth - customer centricity, connection, collaboration and mass customization at scale
- **Make** sure that customer experience culture goes from the C-suite to the whole company
- **Learn** about the latest platforms and tools for your augmented CX (customer experience)
- **Implement** customer measurement tools and metrics
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

Practical Information

Formats



2 days

4 x 3-hour sessions

Only Available In-Company

This programme is available only as an In-Company solution for your teams. More information at mce.eu/inco

Programme Modules

1

New Trends Shaping The Need For New Approaches

- Customers as decision makers, contributors, pilots
- Customers as communities, business networks
- New digital interactions and customer pathway

2

Building Blocks For CX Transformation

- Vision, governance, culture and people
- Channels, content and interactions
- Platforms and tools, measurements

3

Customer Profile And Behaviours Mapping

- Customer persona mapping
- Customer touch points mapping
- Customer journey mapping

4

Four Generic Strategies To Achieve More

- Centricity: customers at the core of all activities
- Connection: become part of their daily life
- Collaboration: engage in new relevant value
- Mass customisation at scale

5

Collaboration Around Augmented CX

- CX culture from C-suite across entire organisation
- Platforms and tools for your augmented CX
- Good practices, case industries

6

New Business Metrics For CX

- Customer measurements at the core
- What key metrics, how to articulate
- What platforms and tools

7

Redesigning Your Marketing-Sales Engine

- Building blocks for a digital world
- Closing the loop between marketing and sales
- Automating interactions with customers, tools

8

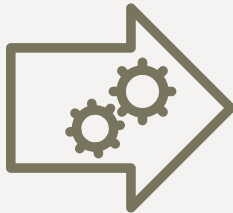
Practice Case: Readiness Check Into Next Steps

- Take the assessment
- Into scorecards
- Your next steps plan



Learn

the key business skills and knowledge you need for your management role today and tomorrow



Practice

the skills you learn and get feedback, recommendations and coaching



Use

what you learn and practise as soon as you get back to your office

For more information please contact:



+32 2 543 21 20

@ info@mce.eu

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