

Agenda

Customer experience management: Understanding the customer journey and creating customer experiences

Day 1

Time	Topics
09:00 – 10:00	Introduction to the world of customer experience management <ul style="list-style-type: none">▪ Welcome, warm-up and creative round of introductions of the participants▪ Impulse lecture CX management: 4 steps to a successful customer experience▪ Best practice and worst practice of CX management
10:00 – 12:00	Customer touchpoint assessment - Doing the right things <ul style="list-style-type: none">▪ Identifying touchpoints: Only 32% of companies know their touchpoints. Yet it is precisely the important touchpoints that are often overlooked▪ Categorize touchpoints: Conserve resources - Which touchpoints are controllable at all, which are not?▪ Prioritize touchpoints: 20% of the touchpoints are responsible for 80% of the impact. Don't waste budget, increase impact with a few top touchpoints
12:00 – 13:00	Lunch break
13:00 – 16:00	Customer journey - Doing things right <ul style="list-style-type: none">▪ Understanding the customer journey: Only 33% of companies capture their customer journey. And this despite the fact that everyone agrees on its high importance▪ Not all customer journeys are the same: Skimming off target group-specific added value - by simulating different journeys for different customers▪ Identify pain points: At which touch points are you already delighting or frustrating your customers?▪ Digital or real: Which contact points matter on which journey? And which ones matter more than others?
16:00 – 17:00	Customer experience – Deep dive into “Moments of truth” <ul style="list-style-type: none">▪ Impulse lecture - Customer experience: A view through the customer's eyes▪ Defining brand identity: A strong brand strategy as a prerequisite for a strong customer experience▪ Lessons learned from years of consulting experience



Day 2

Time	Topics
09:00 – 10:00	<p>Seamless experience – The path to a seamless customer experience</p> <ul style="list-style-type: none">▪ Target definition: No goal, no way - Defining the goals of the customer experience strategy▪ Touchpoint experience: Only 39% of companies know their frustrating customer experiences - knowing and applying evaluation and success criteria for real and digital touchpoints▪ Touchpoint innovations: The right contact at the right time - when innovations help and when they don't and how to find them
10:00 – 12:00	<p>Life experience journey</p> <p>Experiencing customer experience "up close" (Part 1)</p> <ul style="list-style-type: none">▪ Change of perspective: In the end, it's always how the customer feels that counts▪ Taking it online - as a mystery shopper in the digital world <p>"Hardcore" analysis of customer experience (Part 2)</p> <ul style="list-style-type: none">▪ The good, the bad and the ugly: Which contacts inspire, which frustrate, and which lead to churn?▪ The „to do and to stop doing“ list - What actions should be taken? Which activities should stay? Which ones should not?
12:00 – 12:30	<p>Make things work - Customer experience in your company</p> <ul style="list-style-type: none">▪ Your personal action plan▪ Lessons learned and key messages▪ Do's and don'ts of customer experience management
12:30 – 13:00	<p>Spotlight</p> <ul style="list-style-type: none">▪ Joint discussion of current issues from the group of participants▪ Spotlight