

# Agenda

## Customer journey and personas

Time	Topics
09:00 – 09:30	<b>Introduction to the world of the customer journey</b> <ul style="list-style-type: none"><li>▪ Welcome, warm-up and creative round of introductions of the participants</li><li>▪ Impulse lecture - Understanding the customer journey: Only 33% of companies capture their customer journey despite the fact that everyone agrees on its high importance</li></ul>
09:30 – 10:30	<b>Personas</b> <ul style="list-style-type: none"><li>▪ Why are personas important and how are they developed?</li><li>▪ How do personas help me in my daily work?</li><li>▪ Case study 1: A look into the customer's face - Developing personas</li></ul>
10:30 – 11:30	<b>Not all customer journeys are the same</b> <ul style="list-style-type: none"><li>▪ The simulation of different journeys for different personas</li><li>▪ Case study 2: Customer journey mapping</li></ul>
11:30 – 12:30	<b>Identifying critical contact points</b> <ul style="list-style-type: none"><li>▪ Identifying gain and pain points: At which touch points are you already delighting or frustrating your customers?</li><li>▪ Digital or real: Which contact points matter on a given journey? And which ones matter more than others?</li><li>▪ Case study 3: Customer journey action plan</li></ul>
12:30 – 13:00	<b>Spotlight</b> <ul style="list-style-type: none"><li>▪ Reflecting on what has been learned, clarification of open questions and conclusion</li></ul>