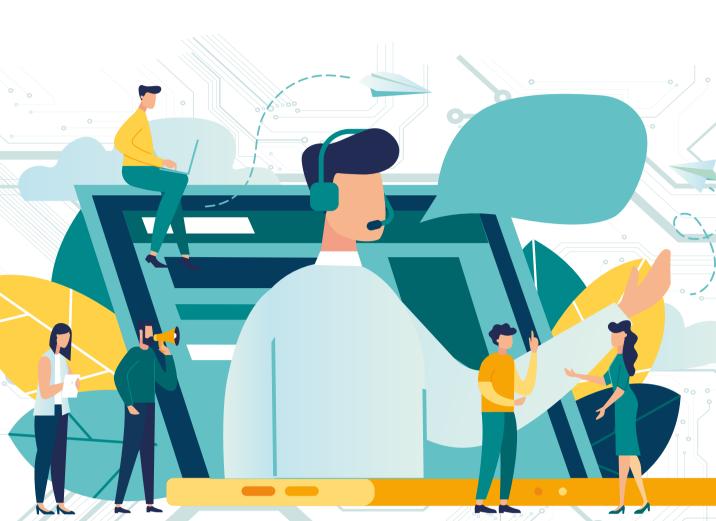
CUSTOMER EXPERIENCE MASTERCLASS

Voila Hotel Bagatelle

17th - 18th November 2022

Today's leading businesses know that winning in the experience economy, understanding that their customers are the innovators of their business and that customer-centricity are key success factors to provide one brand experience across multiple touchpoints. Customer Experience (CX) can no longer be on the bottom of the priority list in the digital age. This course is designed to teach you how you can incorporate leading customer experience practices from CX trends, starting a CX Program, the tools, methods, techniques and strategies to set your business up to success.



COURSE OUTLINE:

Module 2:

Module 1:

Experience Economy

The trends and state of CX

Module 3:

The art of creation starts

with destruction Module 4:

The Customer

Experience Economy Module 5:

Cracking the consumer

behaviour code

Module 6: The CX abyss

Module 7: CX ecosystem

Module 8:

Channel Integration Module 9:

Decoding the 5 touch points online and offline Module 10:

experience journeys

Winning & losing customer

the technology landscape Module 12:

Overview of a collection of data &

The 8 pillars of the infinity

CX Strategy Framework

Module 11:

Module 13:

Innovation Interventions & **Customer Observation**

Module 14: Persona design

Module 15: Customer journey and

empathy mapping Module 16:

Identifying friction points &

the moments of truth Module 17:

Fundamentals of CX Innovation design Module 18:

3 types of CX Team programs

Module 19: Case studies

understanding of fundamentals of CX and prioritise the CX Strategy framework to develop and maintain a clear roadmap

COURSE OBJECTIVES:

By the end of the course, you will be able to develop a good

to improve the overall brand experience across multiple touchpoints including how to identify customer signals and voice of the customers. TRAINING METHODOLOGY:

simplifies complex topics in a non-geeky way.

Structured to be highly interactive, practical & participatory, packed with group exercises roundtable discussions, videos, case studies &

WHO SHOULD ATTEND: Marketing and Brand Teams, Leadership Development, Innovation Teams, Administrative Staff, Social Media Managers, Client Service Staff, Client Service Leadership Teams, Communication Specialists, Digital Marketers, C-Suites, Advertising Agencies, GMs,

> Head of Functions, Consultants, Content Specialists, Online Marketers, CX and UX Teams, CRM and Loyalty Teams.

TRAINER

Carmen Murray is the CEO of CARMEN MURRAY COMMUNICATIONS, a leading Modern Marketing Services company that applies robust approaches to help businesses become Future Fit™. She is the exclusive representative of The Connected Marketer™ in Africa. Murray currently serves on the Professional Body of Digital Practitioners in South Africa. In 2019 she was recognized by Meltwater as one of the top women in tech, Africa. Her unique spark and personality have her one of the Africa's most sought-after speakers. She's spoken at over 140 events in 20 countries. Carmen is the 2019 IAB Bookmarks Black Pixel Winner (Digital).



FEES AND REFUND

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Fees include lunch and tea breaks for both days.

