

Optimizing the customer experience through digital



MR-160 2 Days (14 Hours)



Description

Mobile applications, blogs, social networks... Customers have more and more tools to get to know and connect with brands. He is increasingly informed, wise and demanding. These changes brought about by the advent of digital tools transform marketing and bring new marketing reflexes such as customer experience (UX), the notion of commitment or customer centric management. This training allows you to understand the impacts of this transformation in order to identify the key success factors of a customer-oriented marketing strategy as well as its management tools.

Who is this training for ?

For whom

Responsable marketing et commercial. Responsable communication.

Prerequisites

Aucune

Training objectives

- Identify and understand the challenges of digital.
- Identify the impact of digital on the BtoB and BtoC customer.
- Master the challenges of omnichannel customer journeys.
- Understand the challenges of customer experience and the notion of commitment .

Training program

En amont du présentiel

- A self-diagnosis.

L'impact du digital pour les clients La fin des 4 P pour un marketing plus relationnel et émotionnel.
L'impact du digital sur le parcours client et les points de contact. De nouveaux métiers pour l'expérience client : CX/UX. Le diagnostic de l'expérience

- Choice of strategies in terms of customer experience: focus on case studies.
- Differences with customer relationship strategies.

Les composants de l'expérience client sur le digital

- Understanding customer emotions and needs to generate engagement.
- Priority digital contact points and channels.
- A brand message adapted to the relationship with the customer.
- Useful tools at each stage (e-mailing; telephone; mobile app; connected store; e-merchandising; social media;...).

Le pilotage de l'expérience client

- KPI's to be defined.
- Data (CX, Net Promoter Score...) and dashboards.
- Implement a satisfaction barometer.
- The co-construction of new customer experiences.

Après le présentiel, mise en œuvre en situation de travail

- A reinforcement program to help me implement the training.