



CUSTOMER EXPERIENCE JOURNEY Workshop

BBF CONSUMER CENTRICITY Program

The Customer Experience Journey highlights the customer's journey from the first point of contact to the purchase and use of a product. Thus, it uncovers customer behaviours and motivations, helping to **optimise integrated marketing communication** by defining HOW, WHEN and WHERE to place **brand content** most effectively.

Objective:

The objective of this workshop is to **develop a customer experience journey for your brand/product** and, to define **specific activities** for optimising customer contacts to **positively influence purchase decisions and loyalty**. Our BBF facilitators will explain the theory, share case studies and examples, and empower your team to develop the optimal customer experience journey.

Target Group:

- ✓ Multifunctional brand teams (marketing, market research, sales, ...)

Content:

- ✓ Definition of the customer experience journey and its benefits
- ✓ Defining the target group
- ✓ Understanding phases and relevant touchpoints and defining them for your brand
- ✓ Determine specific measures and agree on the concrete next steps

Methods:

- ✓ Theory overview
- ✓ Case studies
- ✓ Group work
- ✓ Discussions

Duration:

- ✓ 1 – 1 ½ days

Participants:

- ✓ 5-10 participants

Preparation:

- ✓ Target group profile – if available
- ✓ Consumer learnings

Contact us for a specific and tailor-made offer: start@berges-facilitation.de www.berges-facilitation.de