



Align CX with your goals: Workshop

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Diva-e NEXT GmbH helps you to develop an understanding of the trends in the field of customer experience and omni-channel management, to align your goals with them and to implement them successfully in your company.

Agenda

Perparation of the workshop:

- Prior to the workshop, you will receive a readiness questionnaire to get a rough overview of your experience with Customer Experience Management & Customer Centricity.
- In preparation, you provide us with your already created personas that you want to target for review

Agenda

One-day onsite or remote workshop:

- Definition of the business goals to be achieved with the implementation or through the more effective use of CX or omni-channel management
- Setting the target audience for your customer experience efforts:
 - Customization and enhancement of Personas based on your provided input
 - Assignment of the personas to the ideal-typical buying center of your customers
 - Assignment of channels and steps to personas to map a customer journey
- Utilizing all insights to develop a roadmap for an omni-channel campaign.

Deliverables

1. Overview of trends and usage in your industry on customer experience and omni-channel management.
2. 3 personas that are adapted to the respective challenges
3. Illustrated buying center with the respective information needs and channel usage
4. Omni-channel campaign roadmap