



Data Discovery for CX: Workshop

Data Discovery for CX: Workshop

Diva-e NEXT GmbH will determine with you the data quality and usage opportunities to put the customer first and always deliver the right message at the right time.

Agenda

Preparation of the workshop:

- Provision of a customer journey target for the orchestration of content for personas through digital channels
- Provision of an overview of all systems involved in customer relationship management in order to get an overview of data storage and data collection

On-site or off-site workshop (2-3 hours):

- Best Practice presentation: How to use Data in your customer centric efforts
- Derivation of requirements for systems used:
 - Which data must be present in customer facing systems to support the customer journey
 - What additional data must be collected for profile extensions
 - What information is important for marketing/sales/service for daily doing - business processes

Follow-up of the workshop:

- Evaluation of the data and determination of the data quality for the necessary processes

Deliverables

1. Target image and concept of data use and collection in the customer journey
2. Potentials for the use of data in your business processes