

New

Hybrid Customer Journey Demystified

 Live Online Training



3 Stunden

Preis : 390,00 € netto
464,10 € inkl. 19 % MwSt.
Inhouse-Paket : Auf Anfrage

Nr.: 14835

This live online training focuses on the key success factors for an outstanding customer experience. Even though modern technologies take over many tasks, people remain irreplaceable in direct customer contact—because technology only works at the process level, not in real dialogue. This is exactly where this training course comes in: consciously designing meaningful and emotionally effective customer experiences throughout the entire customer journey.

It is therefore crucial to recognize the needs and challenges of customers and respond to them in a targeted manner in order to create a consistent and positive customer experience.

The following topics will therefore be central: the importance of customer experience, factors influencing customer satisfaction in the age of Industry 4.0, proven models of excellence, a customer-focused corporate culture, and the central pillars of customer experience and our customers' expectations.

You will learn:

- Better understand customers and identify the most important steps for building a customer-centric culture
- Analyze touchpoints along the customer journey—including key phases, emotions, and success factors—in order to make targeted optimizations
- Design a hybrid (phygital) customer journey that takes into account effort, emotions, and success as key pillars

Wer sollte teilnehmen:

Zielgruppe

All those who have to build a customer journey: quality manager, marketing manager, customer relationship manager, customer experience manager.

Voraussetzungen

To participate in this live online training, you need a headset and a stable internet connection.

Trainingsprogramm

Importance of Customer Experience

- Get to know what customer experience is
- Discover the why, how, and what that strengthen the customer journey
- Identify the impact of customer experience

Context 4.0

- Recognise what Context 4.0 is and the factors that influence it

Culture of Excellence

- Culture focused on customer experience
- Identify the steps for building a customer-oriented culture
- Customer centricity



Schulungsmethode

This instructor-led live online training is divided into 3 sequences. In the first sequence, you will be introduced to the topic interactively. Then, in a self-learning phase, you integrate what you have learned into the concrete context of your everyday work. In the third sequence, you will work on further content and discuss and deepen the results of your work in the group, accompanied by the trainer. Following the live online session, additional digital elements are available to support you in implementing what you have learned in your everyday work.



Termine und Orte



Nur noch wenige freie Plätze



Garantietermin

Live Online Training

8. Okt 2025

17. Nov 2025

16. Dez 2025