

CONSUMER EXPERIENCE

COURSE BROCHURE

DIGITALLY SMART
YOUR E-LEARNING PARTNER





Welcome

The business world is evolving faster than ever before...

Digitally Smart programmes deliver **the framework and tools** needed to meet the challenges of our economy today - and tomorrow

Transform your career with a programme grounded in the realities of modern business and the connected society. Learn with some of Europe's leading Digital Marketing experts.

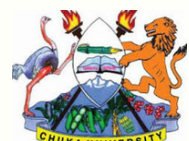
Why Choose Digitally Smart

- ◆ We are a **UK accredited CPD** education & training **provider**
- ◆ We partner with **universities, international organizations, non-for profit** and the **private sector**
- ◆ Our programs are **instructed by leading experts** with first-hand **industry experience**, globally
- ◆ We have an extensive reach, having delivered training across **3 continents** and more than **13 countries**

Bridging the digital skills gap

Our programs open doors to **transformation**. They address the **global digital skills gap** by future-proofing participants' careers with the skills they need to thrive in today's **ever-changing digital society**.

Some proud partners



CONSUMER EXPERIENCE COURSE

DIGITALLY SMART

Course Overview



What will you learn?

This important Customer Experience course focuses on the **increasing importance of the experience of your customers** when interacting with your business.

Through a deep understanding of the customer journey, participants are exposed to the tools to **leverage the changing nature of your digital customers**.

They also learn to create **feedback loops** and to fully embed the customer experience within your business.

The course combines a mix of **dynamic video-lectures, engaged discussions, and interactive supporting material**. Concepts are illustrated through cases of companies in diverse industries and executives will end the course with a digital transformation roadmap for their own organizations.



CONSUMER EXPERIENCE COURSE

DIGITALLY SMART

Module 1: Essentials

The advent of digital technologies has dramatically influenced the way in which customers and businesses interact. Businesses that successfully deliver great customer experiences recognise that the relationship between the two entities is ongoing and needs to be maintained and nurtured. In this module, we will discuss **how to approach a customer experience strategy**, looking at its main components and how to set-up the goals

Learning objectives

- Understand what consumer experience is and how customer care and customer service relate to consumer experience
- Learn which are the building blocks of your customer experience strategy
- Recognize how to define effective goals for your strategy
- Learn which are effective tools to support your consumer experience objectives

Module 2: Strategy

While there are plenty of ways to gain basic information about your audience, to get a really detailed view of your customers, you'll need to find new ways of identifying your target markets and customer profiles. In this module, we discuss methods of **sourcing customers data** and how to use it to understand your clients. Furthermore, we discuss how to understand your customer's emotions and **improve their experience throughout their customer journey**.

Learning objectives

- What audience segmentation is, its importance and the factors to consider in grouping your audience
- What marketing personas are and what to consider when creating them
- What a customer journey is and the stages involved in it
- What empathy maps are and how to consider them when building your personas
- The importance of creating emotional connections with your customers



CONSUMER EXPERIENCE COURSE

DIGITALLY SMART

Module 3: Best Practices

Using **personas** will ensure you are focusing on improving the experience at every step of the customer journey. Once defined, you can look at the best approach to bring your audience in and the methods to **provide seamless experiences across the devices they navigate**. This module discusses **personalization** and the way it supports your customer's experience across touchpoints and devices. It also discusses the power of customer feedback to continue fine-tuning your customer experience.

Learning objectives

- Understand how omnichannel approaches can support your customer experience strategy
- Learn how to personalize your customer's experience and the means to do so
- Understand how to approach personalization on the most appropriate channels to implement
- Understand the value of customer feedback and how to set-up a system to collect and analyse
- Understand the value of customer service and how to approach through digital

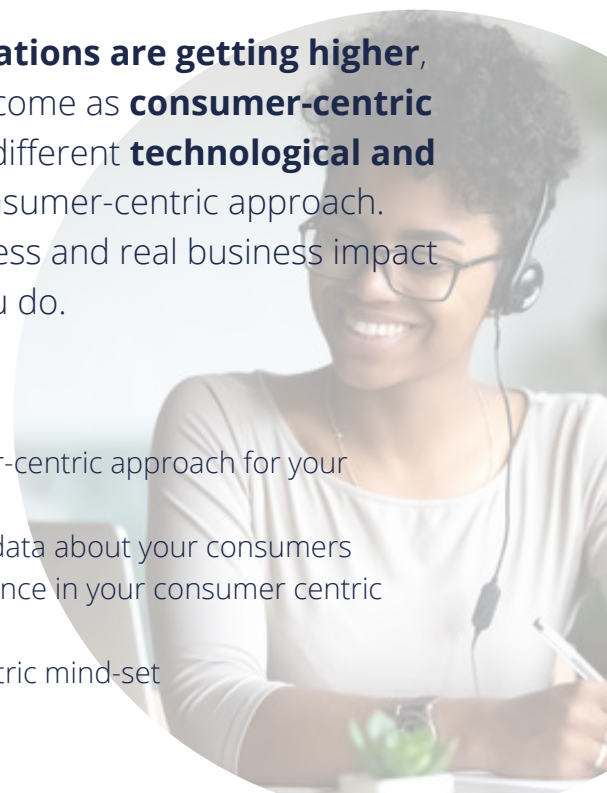


Module 4: Consumer Centricity

As **competition gets stiffer** and **consumer expectations are getting higher**, it's crucial for businesses to think how they can do become as **consumer-centric** as possible. In this module, we'll explore some of the different **technological and cultural changes** you can make to adopt a more consumer-centric approach. We'll also look at how you can measure the effectiveness and real business impact of putting the consumer at the heart of everything you do.

Learning objectives

- Recognize the challenges faced in incorporating a consumer-centric approach for your business
- Recognize the key technologies that can be used to gather data about your consumers
- Understand the application and benefits of Artificial Intelligence in your consumer centric strategy
- Identify the steps to follow in incorporating a consumer centric mind-set



The learning journey

Our participants are at the core of everything we do. Our Digital Marketing program is **highly interactive**, resulting in drop off rates of below 2%. It is designed to provide both, digital marketing capability as well as the digital skills required to equip the future workforce. Allowing learning anywhere, anytime, 24/7 and from any location.



High definition video-lectures designed by our specialist product teams and leading industry experts



Class participation via dedicated discussion forums allow students to interact and learn from tutors and peers



Stimulate **team-work, critical thinking, and communication skills** to develop fundamental soft skills



The continuous evaluation is conducted via **graded assignments, class participation and test quizzes**



All learning materials are available anywhere, anytime, 24/7 from any location



Subject Matter Experts

The digital marketing program is designed, taught and validated by **industry experts.**

They are in continuous development, while supporting on module creation and validation as well as tutoring.