

27th MAY

CUSTOMER EXPERIENCE

WITH

MARINA SVERDEL

Marina Sverdel is digital executive with more than 15 years of experience pioneering a Customer Experience entity in METRONOM, the tech unit of METRO. Her major accomplishments are:

GLOBAL ROLL OUTS – launched digital platforms and marketing technologies in 25 markets that delivered 15 times engagement growth since launch.

TRANSFORMATION – changed processes, tools, technologies, communication channel mix to exploit new revenue streams such as global digital agency network and partnership with Google for centralized media buying or first global analytics framework and measurement strategy with impact of budget savings by 20%

INTERCULTURAL INTELLIGENCE – rooted in deep understanding of multinational teams and their needs – building up a pool of digital and know-how building services and training programs to boost execution efficiency and cross-countries' synergies.



ACHIEVE ONE VOICE TO CUSTOMER IN A MULTI-CHANNEL WORLD

OVERVIEW

We live in a digital world where every brand experience is at the fingertips of the customer. Brands today face a constant growing power of connected users and explosion of new digital tools.

Explore how you can create connected customer experiences for your brand driven by the overarching brand strategy and collective organization expertise.

You will establish solid understanding of the customer experience framework, learn methodologies to achieve one voice to customer and have impact on the business growth. You will be able to position yourself as knowledge owner and pioneer new tactics to improve the bottom line, customer retention and employees' satisfaction.

REACH

customer engagement and retention in a multichannel world

ACT

upon the principles of consistent journeys

CONVERT

disconnected interactions towards seamless experiences

ENGAGE

your organization around the business value of omnichannel



OBJECTIVES 27th MAY

WHO IS IT FOR:

- Marketing and Brand Managers: For all who want to grow their customer centricity and become top performers in the digital world
- Leaders and Executives - for all who want to understand how to retain and grow digital talent and help shape digital progress
- Communication Directors - For all who want to move and succeed in the rapidly changing customer-led world.

WHAT YOU WILL TAKE AWAY:

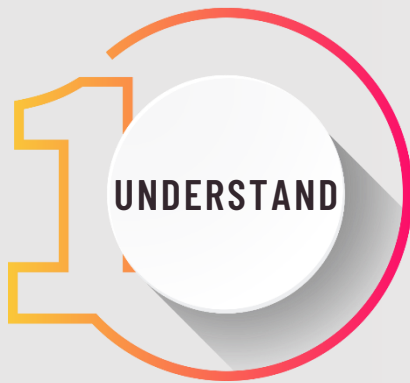
- Determine omnichannel maturity of your organization
- Practices and case studies towards omnichannel excellence
- Tactics to resolve common customer pain points in a multi-channel landscape
- Guidelines for creating seamless experiences
- Ready-to use journey map and service blueprint templates
- Personal roadmap and experience vision that is tailored for your business

WHAT YOU WILL LEARN:

- How customers engage with brands across touch points and devices
- How to determine omnichannel maturity of your organization
- How to identify customer pain points
- How to understand customer interactions over time
- How to use mapping techniques to create processes that deliver meaningful interactions
- How to measure and communicate the value of customer experience
- How to drive organizational change and adopt omnichannel strategies



FLOW OF THE DAY 27th MAY



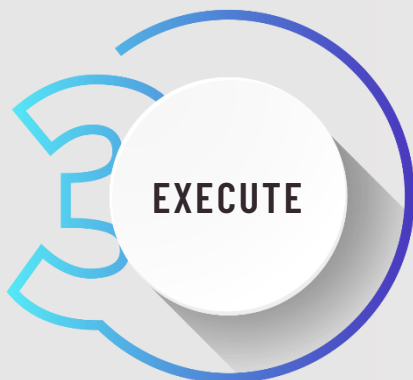
FRAMING CUSTOMER EXPERIENCE

We will provide data driven insights on how users interact with digital and physical touch points, choose devices and channels, transition and use them in parallel. You will gain deep understanding on why companies focus on exceptional omnichannel experience and how the frameworks of customer experience impact bottom line, customer engagement and employee satisfaction.



MASTERING KEY TECHNIQUES

You will adopt state of the art methodologies of delivering exceptional customer experience, apply needed vocabulary and assess the maturity of your own organization. You will practice 5 dimensions of channel agnostic customers' experience and techniques of experience mapping. You will craft experience vision for your brand and develop tactics that will deliver towards the vision.



BUILDING YOUR PLAN

We will equip you with key metrics how to measure and promote the success of your CX Strategy. You will be able to build the business case of customer experience with relevant KPIs and metrics. You will craft your own roadmap and learn how to engage internal stakeholders and communicate customer and business value.



AGENDA 27th MAY

ONBOARDING

- Introduction and expectations
- Your understanding of customer experience

FRAMEWORK

- Understanding digitally enabled customer
- Building up vocabulary
- Learning 3 levels of experiences
- Differentiating between journeys, touchpoints, channels, devices
- Omnichannel maturity model – customer and organization

DIMENSIONS

- Consistency across channels
- Optimization for unique context of channels
- Seamless transitions between devices
- Orchestration via automation & personalization
- Collaboration between channels

METHODOLOGIES

- Experience map – building generic experience
- Journey map – storytelling and visualizing customer pain points
- Service blue printing – collaborative tool

MEASUREMENTS

- Building experience vision
- Defining objectives, KPIs and metrics
- Crafting long-term strategy and roadmap

MOVING FORWARD

- Reinforce learned principles and guidelines
- Give and receive feedback

PRICING

ALL DAYS CAN BE PURCHASED SEPARATELY

EARLY BIRD OFFER TILL 16th MARCH

1 DAY PASS

DAILY PRICES PER PERSON

EARLY BIRD

€600

STANDARD

€750

2 DAY PASS

DAILY PRICES PER PERSON

EARLY BIRD

€550

STANDARD

€650

3 DAY PASS

DAILY PRICES PER PERSON

EARLY BIRD

€500

STANDARD

€600



BOOKING / QUESTIONS

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VENUE

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