HOW TO BUILD, IMPLEMENT & EVALUATE A CUSTOMER ENGAGEMENT PROGRAM

1 Day

In this course, we will present a set of guidelines and best practices, accompanied by applied exercises, that will step course participants through the planning, implementation and evaluation requirements for an integrated and efficient customer engagement program.

By completing this course, you will be able to:

- Build a consumer insight approach with consumer research, data, and analytics
- Map the customer journey and touch points
- Identify interventions that engage customers
- Design relationship marketing approaches for engagement campaigns
- Plan and execute effective, engaging and personalized communications
- Create or re-design effective websites, mobile applications and online platforms
- Select the right key performance indicators to measure performance
- Plan and implement for optimum tracking, reporting and evaluability
- Organize companies and teams to support customer engagement

COURSE OUTLINE

Introduction
- Defining Customer Engagement
- Arriving at a common definition
- Changing ways to engage customers

Understanding the Customer
- Identifying customer insights
- Segmentation and targeting
- The science of engagement
- Determining appropriate behavioral interventions

Designing for Continuous Improvement
- Planning and determining the data needs
- Outlining the engagement process flows
- Identifying and tracking metrics and key performance indicators
- Designing experimental designs/treatment and control groups
- Organizing your company/organization for optimum customer engagement

Implementing Winning Experiences
- Understanding the customer journey
- Identifying key touch points
- Designing marketing and media to engage customers
- Using messaging effectively
- Designing for mobile experiences
- How to use content marketing
- Utilizing real-time data to customize and personalize experiences

Group Exercises
- Drawing insights from customer data
- Mapping the customer journey
- Designing engagement mechanisms

Interested?
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