

DIGITAL CUSTOMER EXPERIENCE LEVEL 1 - 2020 SESSION

Thanks to this seminar, you'll be able to understand, conceive, and implement innovative customer experiences and journeys, with a human-centered focus and the objective of creating and capturing value. You'll discover how to create and reinforce engagement, thanks to behavioural design and gamification. You'll benefit from examples and applications of proven techniques to improve your customer experience and design compelling customer journeys.

BENEFITS FOR YOU AND YOUR BUSINESS

For you

- ▶ Learn to visualize digital customer experiences (DCX) and journeys
- ▶ Work in cross-disciplinary teams to identify problems and opportunities for value creation along the customer journey
- ▶ Discover top-notch techniques to enhance DCX through scientific insight and business cases
- ▶ Be able to provide business recommendations based on learnt techniques (incl. gamification, storytelling, uses and gratifications, behavioural design, conversational techniques, etc.)

For your business

- ▶ Mastering of key strategies to enhance customer experience, engagement and journeys
- ▶ Compelling, interactive (and fun!) touchpoints and moments of truth for customers when interacting with your company
- ▶ Improved experience for your customers
- ▶ New digital habits for a better customer acquisition, retention and satisfaction

PROGRAMME MANAGERS



Laurence Dessart, Ph.D, Assistant marketing professor at HEC Liege and Marketing expert.



Dominique Mangiatordi, Digital marketing Entrepreneur, Professor at Solvay Business School with a specialization in Digital Marketing, Gamification and Branding.

REGISTRATION



21/11/2019
8 hours



HEC Liège Executive Education
Liège Science Park
Rue des Chasseurs Ardennais, 3
4031 ANGLEUR



500€*



All audiences



English



Basic



Face-to-face training



Sixtine de Harlez
T. +32(0)4 232 73 79
sixtine.deharlez@uliege.be

* The prices mentioned are exempt from VAT under Article 44 §2 4° of the VAT Code.

INFORMATIONS

CERTIFICATION

DCX 2020

THIS COULD ALSO BE SUITABLE FOR YOU

Customer Journey
Community Manager



CONTACT US

HEC Liège Executive Education
Sixtine de Harlez
T. +32(0)4 232 73 79
sixtine.deharlez@uliege.be

IS THIS PROGRAMME FOR ME

CALENDAR* > 2019 | 2020

HEC DIGITAL LAB - DIGITAL CUSTOMER EXPERIENCE LEVEL 1 - 2020 SESSION

DATE	AGENDA		PROGRAMME
21/11/2019	09:00	12:00	Discover: <ul style="list-style-type: none">▶ The power of Digital Customer Experiences (DCX) overview, theory and focus on storytelling Learn: <ul style="list-style-type: none">▶ Mapping DCX: tools and techniques to visualise experiences Co-create: <ul style="list-style-type: none">▶ Mapping DCX: applied workshop
	13:00	17:00	Discover: <ul style="list-style-type: none">▶ The foundations of behavioural and UX design, gamification and augmented reality Learn: <ul style="list-style-type: none">▶ Enhancing DCX for your company with behavioural and UX design, gamification and augmented reality Co-create: <ul style="list-style-type: none">▶ Application of DCX enhancement technique to your company.