

Customer Experience Innovation

In the digital world we live in, customers have become more connected and empowered than ever before. Fuelled by multiple communication platforms, customers are having more control and are more discriminating. Customer experience has increasingly become the key business differentiator. Companies that deliver superior and differentiated customer experiences in the omni-channel world of the digital economy will thrive. To continuously deliver new experiences to surprise, delight and create advocacy requires ideation and innovation.

Retail business can build excellent customer experience by leveraging the data and having insights into customer journey. Analyse gaps in the customer experience and identify opportunities to enhance and generate competitive advantage.

What Can I Learn?

- **Understand factors that impact customer experience**
- **Know the key components of a customer journey map**
- **Recognise gaps in the customer experience and identify opportunities to enhance, thereby generate competitive advantage**
- **Learn to gather market intelligence to research your marketplace**
- **Share successful journey mapping involving irresistible customer experiences**
- **Create customer experience journey through building relationships and connecting emotionally**

Programme Fee

Total Fees (include prevailing GST)

Singaporean/ Singapore PR	S\$160.50
Singaporean 40 years and above	S\$ 60.50
Singaporean / SPR sponsored by SMEs	S\$160.50*
Others	S\$535.00

Notes

- Companies are eligible to claim Absentee Payroll and Productivity Innovation Credit (PIC). T&Cs apply.
- This programme is supported by SkillsFuture Credit for self-sponsored participants.

*Reimbursement of \$100 via SkillsConnect under Enhanced Training Support for SMEs.

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Engagement with Customer in the Digital Era

What exactly is customer engagement, and why do you need to be concerned about it?

Engagement involves establishing higher value customer relationships and deepening the relationship with your current customers. The ultimate goal of customer engagement is to encourage your customers to spend more time with your brand while establishing a stronger connection. In exchange, engaged customers tend to spend more money and be more loyal.

This workshop is designed to equip individuals to generate ideas and opportunities to engage customers in the digital world.

What Can I Learn?

- **Understand the evolution of retail with changing habits and trends**
- **Rethink the customer journey for the digital age**
- **Understand the merging of digital and physical space to optimise multi-channel experience**
- **Learn to cultivate customers instead of selling products**
- **Understand customer's intent to shape customer experience**
- **Redefine the service personnel role and to upgrade capabilities**

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Understand your Customers' Next Move

How customers shop is changing dramatically. It used to be a linear process – from awareness through consideration to purchase. Now, in a connected marketplace, it is much more complex, with multiple and overlapping touchpoints along the path to purchase.

Customers' loyalties are shifting away from brands. Instead, they are seeking solutions at the 'micro-moments' where decisions are made along their purchase journeys. From now on, companies that stand out will be the ones that can provide these solutions – seamlessly and intuitively.

What Can I Learn?

- **Appreciate why customer data is critically important in driving business results**
- **Understand emerging data analytics trends**
- **Know the rise of proactive customer experience powered by IoT**
- **How to grow your business with upcoming digital trends**
- **Champion customer-centric data-driven approaches on customer insights and decision making**

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The Art of Storytelling

Customers today are bombarded with more advertisements and messages than ever before, so a good story that resonates with them can draw the attention of your audience, It creates interest and develops an emotional bond between your customers and your brand.

Leveraging the power of storytelling is a way of conveying your brand's personality and offering without being overly promotional, which can go a long way towards building business growth. More and more companies are recognising the impact of writing a good story, so those who choose to ignore it will increasingly fall behind.

What Can I Learn?

- **Discover the new paradigm of storytelling as a business strategy**
- **Understand how storytelling impact the consumers, drive emotional engagement, transform the nature of communication and enhance business performance**
- **Know the difference between storytelling and selling**
- **Explore effective storytelling tips that help connect to the consumers**
- **Learn how to build a good story**

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Brand Advocacy through Social Media

Today's ever-changing social media landscape opens up a new world of advocacy opportunities for tapping and motivating the most important marketing assets of your organization engaged employees, happy customers and trusted partners.

So what is brand advocacy? Brand advocacy is the power of your employees, customers and partners to transform them into trusted brand advocates. Those advocates spread a positive word-of-mouth recommendation about your company's brand across their social media channels.

It is important to identify your group of fans from your existing customers who are willing to advocate your brand. Customer Advocacy capitalizes on nurturing those advocates who share a positive word of mouth recommendation about the company. Go ahead and empower those advocates to enhance the credibility of your brand online with the right tools. In turn, your customer brand advocates will bring in more referrals and business to your company.

What Can I Learn?

- **Recognise the ever-changing social media landscape and the power of social media for businesses**
- **Understand the importance of social media advocacy**
- **Recognise staff role as brand advocates**
- **Share social media advocacy best practices and assess social media advocacy programs**
- **Prepare to surprise and delight customers with social customer care**

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