



Best Practice in Marketing Management Focus Group Customer Journey & Experience Management

“You have got to start with the customer journey and work backwards to the technology – not the other way around”
Steve Jobs

Recent years have brought along a significant increase of possibilities to get in touch and interact with customers. Especially digitalization has added new challenges and general complexity to the management of customer journeys. At the same time, consumers' preferences regarding how, where, and when to get in touch with brands, be approached by, and interact with them along the customer journey are changing.

Companies are now looking for ways to optimize their customer experience management across existing and new touchpoints with all offered product lines. The difficulties lay in meeting real-time demand, the demand for more personalized customer offerings and the integration of all touchpoints into one holistic and seamless customer experience.

This management focus group will focus on proven strategies in managing seamless B2B and B2C customer journeys, audit of existing (physical and digital) customer journeys as well as brand experience management online and offline.



SwissLife



Your Benefits as a Participant

- Enjoy a two day workshop at lake Constance (excl. board and lodging) with experienced moderators and guest speakers,
- Exchange experiences with managers from a vast array of industries,
- Suggest preferences regarding guest speakers and content,
- Work on solutions for your own current challenges in the related topic of this workshop series by reflecting and discussing ideas with other managers.

Participation and Additional Information

- Target Group: Customer Experience Manager, Brand Experience Managers, Digital Marketing Experts
- Date: November 16th/17th 2017 ([Schloss Marbach](#), DE-Öhningen)
- Language: English
- For additional information on this Management Focus Group, please do not hesitate to contact Sophie Schüller (sophie.schueller@unisg.ch; +41(0)71 224 71 65).
- If you are interested in participating in this management focus group, please visit the [sign-up portal](#)