



## Best Practice in Marketing Management Focus Group «Digital User Experience»

*“You’re gotta start with the customer experience and work backwards to the technology.”*  
**Steve Jobs**

In 2018, Airbnb launched Airbnb Plus and Beyond, which aim to combine exclusive experiences and high-end services to create tailor-made stays. At the same time, John Deere developed an application to optimize the management of the arable land and to assist the farmers with their tax declaration. Both digital products deliver a great user experience, as they also bring great benefits. Though these companies serve different sectors, they are moving toward a goal of creating the best possible digital user experiences for the customer and successfully merging these experiences with the physical world (“physigization”).

In this management focus group, we want to go beyond traditional customer service and assist your company to put user experience at the heart of the entire business model. More precise, we construct personas & analyze their expectations regarding user experience, examine touch point management & customer journey, and work on solutions for complexity & digital customer confusion. Also, we elaborate on the importance of voice recognition such as Alexa, Google Home and investigate its importance for customer interaction in the future.

### Your Benefits as a Participant

- Enjoy two consecutive two day workshops in attractive locations in Switzerland (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 to 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: marketing managers, particularly marketing communication managers, product managers, key account managers, or brand managers
- Date: 11-12 July 2019 (WBZ Holzweid , St. Gallen) and 05-06 November 2019 (Art Deco Montana, Luzern)
- Language: English
- For additional information on this management focus group, please do not hesitate to contact Katja Söllner ([katja.soellner@unisg.ch](mailto:katja.soellner@unisg.ch); +41(0)71 224 28 73).
- If you are interested in participating in this management focus group, please contact the coordinator within your company.

