MERCURY

Comprehensive Training on Visitor Experience (VX) and Customer Experience (CX)

13 – 17 September 2027
Munich (Germany)



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Ref: 15523_1081330 **Date:** 13 – 17 September 2027 **Location:** Munich (Germany) **Fees:** 5600 Euro

Introduction:

Understanding and enhancing visitor experience VX and customer experience CX is paramount in today's competitive business landscape. VX and CX encompass every customer interaction with your brand, from when they discover your business to the post-purchase support. This one-week VX and CX training program will equip participants with the knowledge and skills to create exceptional VX and CX strategies that drive customer satisfaction, loyalty, and advocacy.

This visitor experience VX and customer experience CX training course is essential for professionals seeking to understand and enhance customer interactions with their brand or business. It provides a deep dive into the intricacies of VX and CX, covering topics such as understanding customer needs and expectations, analyzing customer journey touchpoints, implementing effective communication strategies, and leveraging technology to optimize experiences.

By mastering VX and CX principles, professionals can gain insights into customer behavior, improve satisfaction levels, drive customer loyalty, and ultimately boost business performance. With the competitive landscape evolving rapidly, staying ahead requires a comprehensive understanding of VX and CX to deliver exceptional experiences that differentiate your brand and foster long-term customer relationships.

What is customer experience CX? The term refers to a customer's overall perceptions and feelings toward a brand throughout their journey. It delves into the definition and meaning of CX, shedding light on its importance in the modern business context. Participants will receive customer experience CX training to refine their ability to craft outstanding experiences at every customer interaction.

Targeted Groups:

This visitor experience VX and customer experience CX training program is for professionals across industries involved in customer-facing roles, marketing, sales, customer service, and business development. It also benefits business owners and managers keen on improving their company's VX and CX.

Course Objectives:

At the end of this visitor experience VX and customer experience CX course, the participants will:

- Understand visitor experience VX and customer experience CX fundamentals.
- Identify key touchpoints in the customer journey and assess their impact on VX and CX.
- Develop strategies to enhance VX and CX through effective communication and engagement.
- Utilize customer feedback and data analytics to improve VX and CX initiatives continuously.
- Implement best practices for creating memorable and personalized experiences for visitors and customers.

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Targeted Competencies:

Participants competencies in this visitor experience VX and customer experience CX training will:

- Foundations of VX and CX.
- Identifying touch points across the customer journey.
- Leveraging various channels for effective communication and engagement.
- Gathering and analyzing customer feedback through surveys, reviews, and social media.
- Implementing strategies for personalizing experiences based on customer preferences and behaviors.

Course Content:

Unit 1: Foundations of VX and CX:

- Understand the fundamental concepts of Visitor Experience VX and Customer Experience CX.
- Examine the differences between VX and CX.
- Explore how VX and CX overlap in various business contexts.
- Analyze the importance of VX and CX in building brand loyalty.
- Discuss the role of VX and CX in enhancing overall customer satisfaction.
- Review case studies that highlight successful VX and CX strategies.
- Identify key metrics used to measure VX and CX effectiveness.

Unit 2: Mapping the Customer Journey:

- Define the customer journey and its key stages.
- Identify critical touchpoints across the customer journey.
- Assess the impact of each touchpoint on VX and CX.
- Explore techniques for mapping the customer journey effectively.
- Utilize journey mapping tools and software.
- Analyze real-world examples of customer journey maps.
- Develop strategies to optimize touchpoints for better VX and CX.
- Identify pain points and opportunities for improvement in the customer journey.

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Unit 3: Effective Communication in VX and CX:

- Understand the importance of communication in VX and CX.
- Craft compelling brand messages tailored to different audiences.
- Leverage various communication channels, including social media, email, and in-person interactions.
- Implement strategies for consistent and clear messaging across all touchpoints.
- Explore the role of storytelling in enhancing VX and CX.
- Utilize feedback to refine and improve communication strategies.
- Develop techniques for active listening and empathetic communication.
- Train staff on effective communication practices to improve VX and CX.

Unit 4: Utilizing Feedback and Data in VX and CX:

- Learn methods for gathering customer feedback, including surveys, reviews, and social media monitoring.
- Analyze customer feedback to identify trends and areas for improvement.
- Understand the role of data analytics in enhancing VX and CX.
- Leverage data to make informed decisions and drive improvements.
- Implement tools and technologies for collecting and analyzing feedback.
- Develop a framework for continuous feedback and improvement.
- Explore best practices for responding to and acting on customer feedback.
- Create actionable insights from data to personalize and enhance experiences.

Unit 5: Personalization and Innovation in VX and CX:

- Explore strategies for personalizing experiences based on customer preferences and behaviors.
- Implement personalized VX and CX technology solutions like CRM systems and AI.
- Foster a culture of innovation to improve VX and CX initiatives continuously.
- Understand the importance of staying updated with industry trends and customer expectations.
- Develop a roadmap for implementing innovative VX and CX strategies.
- Analyze case studies of companies that have successfully innovated their VX and CX.
- Encourage cross-functional collaboration to drive innovation.
- Measure the impact of personalization and innovation on customer satisfaction and loyalty.