



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

13 - 17 Jan 2025
Lisbon (Portugal)





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Ref.: 15523_313326 **Date:** 13 - 17 Jan 2025 **Location:** Lisbon (Portugal) **Fees:** 4900 Euro

Introduction:

In today's competitive business landscape, understanding and enhancing visitor experience VX and customer experience CX are paramount. VX and CX encompass every interaction a customer has with your brand, from the moment they discover your business to the post-purchase support. This five-day training program is designed to equip participants with the knowledge and skills needed to create exceptional VX and CX strategies that drive customer satisfaction, loyalty, and advocacy.

Why Choose This Course?

Taking a Comprehensive Training on Visitor Experience VX and Customer Experience CX course is essential for professionals seeking to excel in understanding and enhancing customer interactions with their brand or business. This course 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.

Targeted Groups:

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

Course Objectives:

At the end of this course, the participants will be able to:

- Understand the fundamentals of visitor experience VX and customer experience CX.
- 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 continuously improve VX and CX initiatives.
- Implement best practices for creating memorable and personalized experiences for visitors and customers.

Targeted Competencies:

- 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:

- Understanding the differences and overlaps between VX and CX.
- Exploring the significance of VX and CX in today's business environment.

Unit 2: Mapping the Customer Journey:

- Identifying touch points across the customer journey.
- Assessing the impact of each touchpoint on VX and CX.

Unit 3: Effective Communication in VX and CX:

- Crafting compelling brand messages that resonate with visitors and customers.
- Leveraging various channels for effective communication and engagement.

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

- Gathering and analyzing customer feedback through surveys, reviews, and social media.
- Leveraging data analytics to derive insights and make informed decisions.

Unit 5: Personalization and Innovation in VX and CX:

- Implementing strategies for personalizing experiences based on customer preferences and behaviors.
- Fostering a culture of innovation to continuously enhance VX and CX initiatives.



**Registration form on the :
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