ERA 115 Rethinking the customer journey

5 ECTS

Objectives – Course description

Rethinking the customer journey involves creating more, but also more valuable touchpoints across this journey. It involves creating real, added value and hyper-personalized content. Hyper-personalization becomes real when AI and machine learning are perfectly well developed throughout the customer journey and its touchpoints. Through the development of Ai-powered tools for specific businesses and the measure of precise KPI's, you will learn how to optimize a customer journey in line with the business's core target and USP.

Learning content

Strategic digital approach and persona designing

Customer journey mapping

Development of precise digital touchpoints (digital tools)

A deep-dive into new technologies and AI related to the digital tools along the customer journey

Learning outcome

Customer journey mapping and understanding, application to business cases, use of various touchpoints, use of new technologies in application to the latest trends

Methodology

Active learning through business cases and practical assignments

Learning material

Slides, specialized speaker videos

Evaluation

20% First term continuous assessment Set of assignments or work
80% End of first term assessment Written and/or oral test