

## Seminar & Workshop: Customer Experience Management

### Summary

- ✓ Course dates: October 25 - 26, 2023
- ✓ Course duration: 1.5 days
- ✓ Language: German
- ✓ Location: Berlin
- ✓ Certificate: Certificate of Participation
- ✓ Format: On-site
- ✓ Lecturers: Prof. Dr. Nancy Wunderlich, Dr. Julia Rötzeimer-Keuper
- ✓ Price: 975 €

### Course overview

This one-day workshop teaches the concept of customer experience as a management tool. Participants learn which areas of perception the customer experience encompasses and learn how companies can manage it using examples.

### Course content

- ✓ Dimensions of customer experience and how they are captured by customers
- ✓ Process model of customer experience Customer Journey Map and application to a designed customer persona
- ✓ Insights for the management of the customer experience

This course is an integrated workshop with units of both theoretical input and practical application units. The course is divided into approximately 4 hours on each of these aspects and will actively facilitate interaction and exchange among participants.

### Dates

October 25 - 26, 2023 (on-site in Berlin).

### Booking and contact

Register here: <https://www.academy-tu.berlin/en/courses/short-courses>

Should you have any questions, please contact the TU Berlin Academy Team at: +49 30 4472 0232 or via email: [info@academy-tu.berlin](mailto:info@academy-tu.berlin). We hope to see you In Berlin - or online - very soon!