

GLOBAL BRAND ACADEMY

Creating Branded People

Programme Outline

**Branded Customer
Experience:**

**Staging ExtraOrdinary
Branded Experiences**



Branded Customer Experience: Staging ExtraOrdinary Branded Experiences

Learn how to turn your customers into raving fans who are not only loyal to your brand but also advocate your brand to the market. Create strategy-driven customer experiences and robust customer journey maps.

Synopsis

To be memorable is to be unique. A well crafted customer experience strategy allows you to deliver uniquely branded customer experience that stays with your customers. Today's market is more competitive than ever and being able to stage a powerful customer experience that is driven by your brand is essential for businesses to thrive and standout. Learn how to truly differentiate your brand from others and become relevant and appealing to your customers. Learn how create your branded customer experience with our proprietary BCEM framework.

Key learning outcomes

- Learn how to understand your brand and use it as a strategic driver to build and manage your customer experience.
- Understand the importance to Customer Research and how to use it to drive Strategy
- Learn how to map brand touchpoints and customer journey maps.
- Master the ability to control your brand's narrative and shape your audience's perception of it as they interact with it.
- Convert customers into loyal brand advocates.
- Learn how to create a customer obsessed brand culture.

Who's it for

- Customer Facing Employees
- Customer Service
- Marketing and brand executives
- Entrepreneurs
- Management executives and leaders
- Business owners

Program Format: Keynote/Workshop



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Brand Strategy
Internal Branding
Branded Customer Experience
Sales & Marketing

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