

UX WORKSHOP

Optimising the customer journey

OUR UX WORKSHOP ENABLES YOU TO OPTIMISE YOUR CUSTOMER JOURNEY IN A CUSTOMER-CENTRIC WAY. YOU WILL LEARN HOW TO IMPROVE THE USER EXPERIENCE THROUGH TARGETED UX METHODS AND DEVELOP A DEEP UNDERSTANDING OF YOUR CUSTOMERS' NEEDS ACROSS ALL TOUCHPOINTS WITH YOUR ORGANISATION.

WHAT'S INCLUDED?

In our UX workshop, you will receive an introduction to UX principles and best practices. The principles are applied in a detailed customer journey mapping, where pain points and optimisation opportunities can be identified. We work together with you to develop guidelines on how you can integrate feedback and testing methods such as usability tests, A/B testing and user surveys into your marketing processes. After all, UX design is not static and should constantly adapt to new user expectations and needs.

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YOUR ADVANTAGES:

-  Improved customer insights
-  Increase marketing efficiency
-  Improve customer loyalty
-  Customer-centred culture