ACADEMY

Digital Customer Experience

Our course offering

Digital. Two steps ahead

Digital Customer Experience

Loyal customers are crucial to healthy sales. It's not just about finding customers, but mostly about winning their loyalty. This is no easy feat in today's world of demanding customers, increasing competition and an ever-higher number of digital and other channels. You can only succeed if you manage to serve your customers in all these channels consistently and in a unique manner. This will ensure that they are recognized immediately and will always have the exact same experience; where, when or however they make contact. This is the heart of the (Digital) Customer Experience.

Influence your customers' behavior

As a company, you are probably seeing terms such as "customer experience", "digital customer service" and "customer journey" on an increasingly frequent basis. Do you also know how to use them to your benefit?

For example, are you capable of mapping out and improving your customers' (digital) customer experience using what is known as "customer journey mapping"? Are you equipped to communicate your ideas using prototypes and sketches to the people who will have to build this map? Can you apply game principles using Gamification to your non-game environments in order to increase your customers' engagement?

A distinct (digital) customer experience directly affects your customers' behavior: they buy more, stay your customer longer, and recommend you to others. This behavior in turn leads to higher sales, retention, share of wallet and ultimately to achieving your financial KPIs.

This distinct (digital) customer experience can be offered in a variety of ways. One example is to set up your channels in a digitally ergonomic way to increase the ease of use. If you ensure that your employees use social media effectively, you will quickly be able to implement several important digital improvements that reinforce your market position.
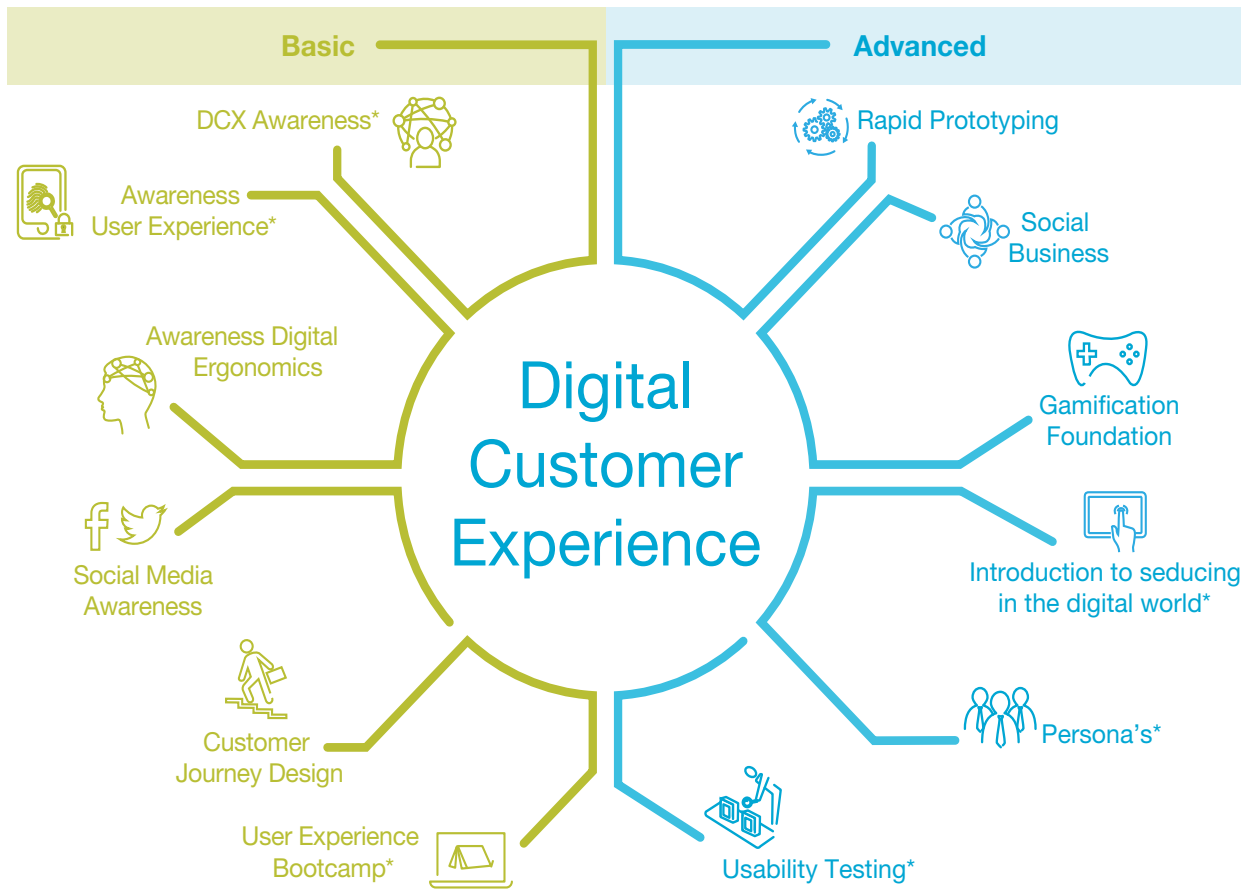
How can we help you?

Capgemini Academy can help you create a distinct Digital Customer Experience. We do this by offering tailored training programs to employees who can benefit from this in their daily work activities. These programs focus on topics such as the vision on customer service, the business case, a digital strategy with a practical road map, devising and creating new customer journeys, and digital customer service. We have brought together all our international knowledge on digital transformation, customer experience, CRM, e-commerce, and digital management and campaign management to create the training portfolio that provides this expertise.

Together with our skilled trainers and their hands-on experience, we can transform your employees into effective, streamlined digital specialists.

Overview of training programs

Basic	Advanced

- DCX Awareness*
- Awareness User Experience*
- Awareness Digital Ergonomics
- Social Media Awareness
- Customer Journey Design
- User Experience Bootcamp*

Digital Customer Experience

- Rapid Prototyping
- Social Business
- Gamification Foundation
- Introduction to seducing in the digital world*
- Persona's*
- Usability Testing*

*This training is available on request.

Further information

Visit http://academy.capgemini.nl for further information on the DCX training courses we offer.

Are you interested in transforming your employees into digital customer experience experts? If so, please contact us.
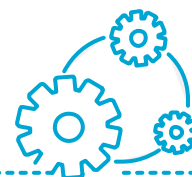
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For further information:

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About Capgemini Academy

Capgemini Academy is a subsidiary of Capgemini. We rely on the experience of over 180,000 professionals worldwide:

- Capgemini Academy is one of the largest IT training organizations in the Benelux, and is active worldwide.

- We help over 12,000 students each year with their professional growth.

- Our training portfolio is adapted to our customers' needs, both in terms of content and methods used.

- Our trainers have practical experience. They are professionals who are also certified to teach.

- Our goal is to minimize the use of paper, so the majority of our teaching materials are digital.

Continued development is crucial for IT and business professionals. Capgemini Academy helps you and your employees achieve the sustainable development of skills.We take a critical look at what tomorrow's professionals need and what will make them flexibly employable. We also develop the training and educational tools necessary to meet this need.

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EXPERIENCE THE EXPERIENCE