BLACKBIRD FOR TRAINING

Data Analysis for Customer Experience

Barcelona (Spain)

24 - 28 February 2025

www.blackbird-training.com

Data Analysis for Customer Experience

Code: CC28 From: 24 - 28 February 2025 City: Barcelona (Spain) Fees: 4400 Pound

Introduction

In today's competitive business landscape, understanding and improving customer experience is essential for success. Data analysis is a powerful tool for uncovering insights that can drive better customer experiences. This 5-day course is designed to equip participants with the knowledge and skills needed to analyze customer data effectively, identify pain points, and make data-driven decisions to enhance customer satisfaction. Through a combination of theory, practical exercises, and case studies, participants will learn how to leverage data analysis techniques to gain a deeper understanding of their customers and improve their overall experience.

Course Objectives

- Introduce participants to the importance of data analysis in enhancing customer experience.
- Provide a comprehensive understanding of customer data sources and collection methods.
- Equip participants with data analysis techniques for uncovering customer insights.
- Teach participants how to visualize and present data effectively to drive actionable results.
- Enable participants to apply data-driven decision-making to enhance customer satisfaction.
- Foster the ability to measure the impact of customer experience improvements.

Course Outlines

Day 1: Introduction to Data Analysis for Customer Experience

- Understanding the Role of Data Analysis in CX.
- Overview of Customer Data Sources and Types.
- Introduction to Data Analysis Tools and Techniques.

Day 2: Data Collection and Preprocessing

- Effective Data Collection Strategies.
- Data Cleaning and Preprocessing Techniques.
- Ensuring Data Quality and Consistency.

Day 3: Customer Segmentation and Profiling

- Importance of Customer Segmentation.
- Methods for Customer Segmentation.
- Creating Customer Profiles for Targeted Marketing.

Day 4: Analyzing Customer Journeys

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- Mapping Customer Journeys.
- Identifying Pain Points and Opportunities.
- Applying Data Analysis to Improve Customer Journeys.

Day 5: Data Visualization and Reporting

- Visualizing Customer Data for Insights.
- Creating Impactful Dashboards and Reports.
- Communicating Data-Driven Insights to Stakeholders.

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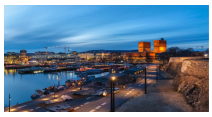
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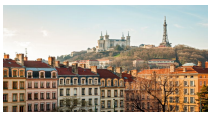
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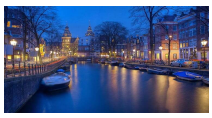
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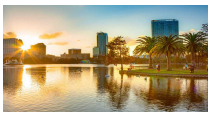
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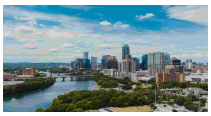
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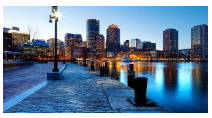
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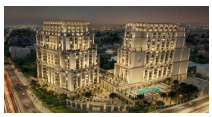
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