

Customer Experience Workshop

A 3 hour workshop to help drive and improve your customer experience with RAPID

We believe the best customer experiences are predictive.

Datarati have successfully implemented marketing automation in over 1000+ organisations across the Asia-Pacific region. The Datarati team are the industry benchmark for #1 talent within the marketing automation & CRM industry.

With RAPID, we believe in developing prospect and customer journeys which tell stories and inspire action.

What's included

Current State Analysis

An analysis of the business current state is conducted to define the customer experience vision

Future State Recommendations

A customer experience roadmap and prioritised campaigns across acquisition, on-boarding, engagement, retention and lapsed is provided

Workshop Objective

Define current state, requirements and campaign priorities

Workshop Outcome

A 12 month digital transformation roadmap with prioritised marketing lifecycle campaigns

Workshop Agenda

- Customer experience vision
- Corporate and marketing objectives
- Why now?
- Current state vs future state (strategy, operations, technology, campaigns)
- Current state vs future state (acquisition, on-boarding, engagement, retention, lapsed)



Interested to learn more?

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RAPID

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