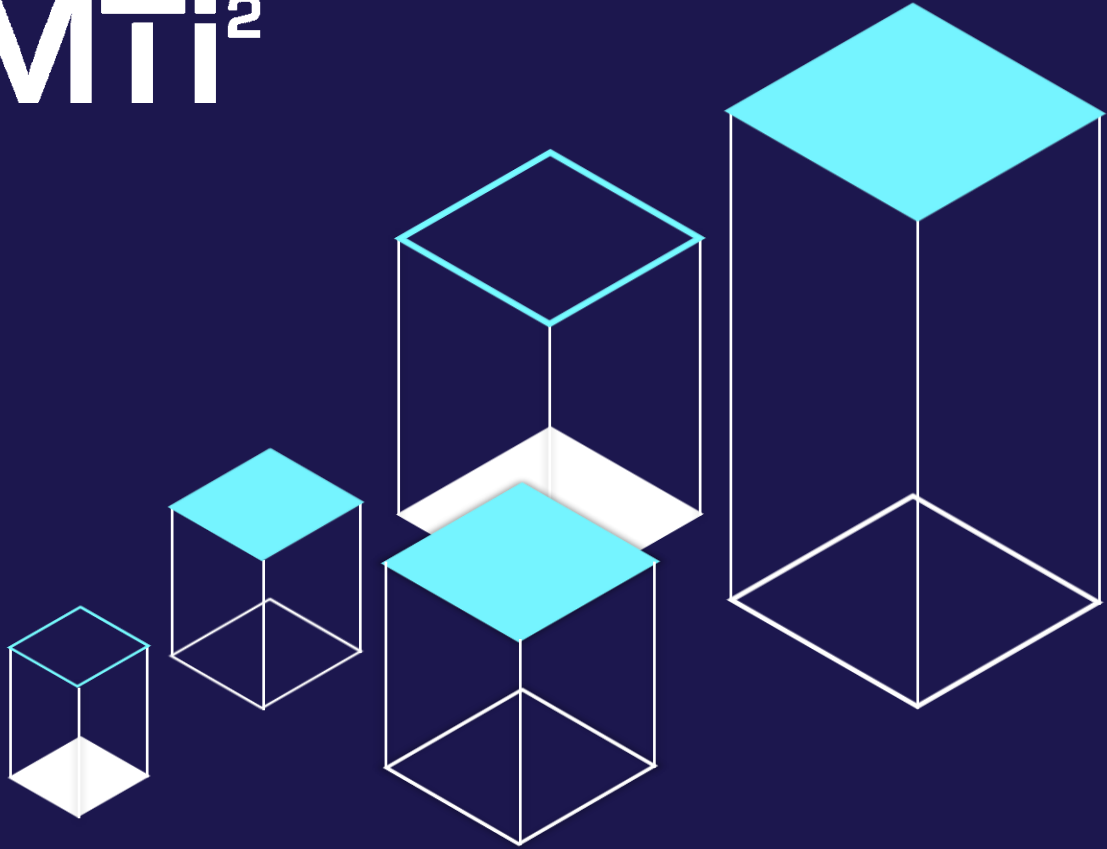


MTi²



SHORT FOCUSED PROGRAMS

Customer Experience (CX)

**MAKE YOUR PEOPLE BLOSSOM THROUGH
OUR ACTION-ORIENTED PROGRAMS**

November 10th, 2023
Rotterdam, Netherlands

Driving growth through CX

CX can be an important growth driver for companies. Yet, many struggle to better understand customers and develop solutions to delight customers.

The CX short focused program

The program is a 1-day training designed to empower participants with the knowledge and skills necessary to excel in the dynamic world of Customer Experience.

With a focus on key topics such as customer insights, personas, customer journeys, CX metrics, innovating CX, and more, this program is tailored to equip you with practical insights and strategies that can be immediately implemented in your organization.

Learn how companies like Starbucks, Lemonade InsurTech, Cirque du Soleil, Netflix, Tesla, Disney, and many more leverage CX.

Interactive sessions including case studies, group exercises, and practical tools will help participants across functions to make better business decisions for an improved customer experience.

Key benefits

- *Deepen your customer insights.* Learn the tools to empathize with customers and identify their true needs.
- *Navigate customer journeys.* Get a deeper understanding of customer journeys enabling you to improve customer experiences.
- *Create a common language.* Master a toolbox to use in your team to enable people to put themselves in the shoes of a customer.
- *Convert customers into fans.* Execute better customer analysis and find potential improvements to convert them into fans.
- *Build new value propositions.* Use state of the art tooling to build compelling value propositions for your customers.
- *Cross-pollinate across industries.* Learn from other leaders and specialists in the room and create an everlasting network.



“

The short focused program has let me pause and realize the real pain points the customer is facing. Customer Centricity was the red thread throughout this program which was of great value to me.

Lucía Muñoz Vázquez
Elsevier – Director of Marketing
Projects Office & Innovation

Examples of participants from our prior programs include:

- Director RD&A in a life science company
- Marketing Project Manager in academic publishing
- Business Unit Managing Director in an IT company
- Head of Customer Insights in an events, intelligence & research group
- Brand Manager in a FMCG company
- Innovation catalyst in a life science company

“



MTi² provided us with practical and very simple tools that help to create great insights through collaboration with others. With these insights I'm now better prepared for the needs of today's and tomorrow's customers.

Rubis Benat
EclecticIQ – VP of Marketing

Program content

MORNING

Welcome & introductions

Interactive session
Unlocking customer insights

Teamwork
Experiencing the tools in action

AFTERNOON

Case session
Lemonade InsurTech

Interactive session
CX metrics & innovation

Teamwork
Driving CX excellence

Sharing, discussion, & wrap-up

* Examples of topics covered: CX fundamentals, personas, design thinking, immersion, customer journeys, moments of truth, jobs to be done, omnichannel, CX metrics, CX trends, ...

Examples of innovators that joined our prior programs



“

MTI² provided me with a workbook with very helpful tools and templates which I could immediately use in my daily work.

Edina Kiss
Vinolok – Technical Project Manager

We use a mix of learning practices to enable you to immediately use your learnings in your daily practice.

- **Case discussions** – Together we tackle real business cases to inspire you and discuss in a safe environment.
- **Teamwork on own ideas** – Share your ideas and inspire each other, working together to further improve your ideas.
- **Workbook** – We will share easy-to-use tools enabling you to directly apply them and always go back to what you have learned.

Meet the MTI² team leading our short focused programs



Program Director

Elio Keko,
PhD

Passionate about customer-centricity & marketing strategy, specializing in employee-based innovation.



Program Manager

Jorne Valstar,
MSc

Senior Associate at MTI² with experience in developing innovation including ideation, market research, and inception.



Faculty

Isabel Verniers,
PhD

Professor with a passion for unleashing change within organizations, specialized in stakeholder management.



Faculty

Stefan Stremersch,
PhD

World renowned professor specialized in innovation diffusion, marketing of science, & commercialization of new technologies.

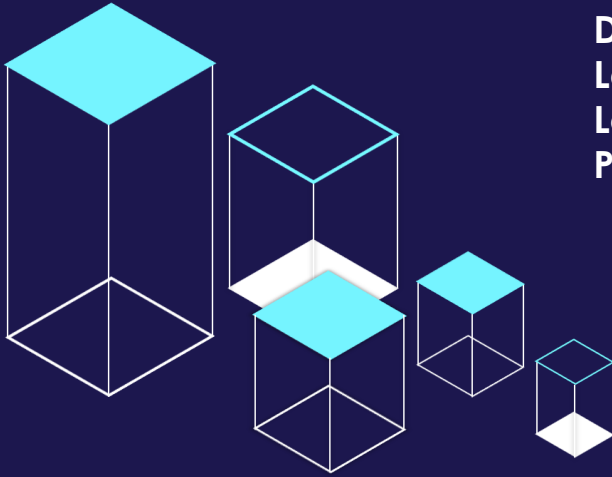


Faculty

Elke Cabooter,
PhD

Sales professor, with a passion for marketing, customer insights, customer experience, and interpreting data.

Learn more about our MTI² team at <https://www.mti2.eu/about-us>



Date: November 10th, 2023
Length: 1 day
Location: Rotterdam
Price: €995

CONTACT US

Send us an email info@mti2.eu
 Call us +316 34 16 90 32

Learn more at <https://www.mti2.eu/short-focused-programs/>

We will share learnings working for global innovators including...



We enable **people & firms**
to transform their
innovation potential
into **commercial success**

MTi²

www.mti2.eu