



# Customer Insights-in-a-Day Workshop

Unlock AI-driven insights to power personalized customer experiences

## OVERVIEW

Combat customer frustration and disloyalty to meet rising expectations for relevance, recognition and continuity.

This 1 day workshop provides hands-on training and planning opportunities utilizing Customer Insights to unify customer data across a range of sources to provide a 360-degree view to marketing, sales, and service professionals with the insights they need to personalize engagements.

## What It Is:



1 Day of sessions to train and empower your teams with Customer Insights



Fixed cost – May be offset with funding for qualifying accounts



## THE WORKSHOP INCLUDES:

- Data Assessment
- Training on mapping, matching, merging and enriching data sources
- Learn how to segment your customers/clients/members into views
- Customer journey timeline designed in Customer Insights
- Recommended Next Steps



## CLIENT OUTCOMES

- Current state analysis of your data availability and readiness
- Identify a program to drive a successful Customer Insights deployment

Contact us to learn more about the **Customer Insights Workshop** offering or to schedule a time for your organization's assessment.

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