Marketing & Sales | Firmenseminare

Customer Engagement Certificate Program

Maximize Engagement Impact in Times of Decreasing Access

As it becomes increasingly challenging to reach your customers, every touchpoint - both digital and analog - needs to make an impact. Approaching the right customer in the right place at the right time with the right message – this is the task for every customer-facing team member.

The **Customer Engagement Certificate Program** helps you master the art of meaningful engagement – from strategy via tactics to execution.

You'll learn how to better understand your customers needs and preferences. You will experience real-life persona research with Swiss doctors and understand their decision-making processes to ultimately design end-to-end customer-centric campaigns.

In a dedicated module, you will explore the various technology options that are available in the market to enable orchestrated customer engagement. You will also gain a realistic understanding of how AI can enhance customer engagement – such as content generation or next best action. Additionally, you'll examine how to tailor messaging to different personas to ensure relevance and resonance across touchpoints.

Lastly, working as one customer-facing team – within the limit of the Swiss Pharma Codex – will require significant changes to ways of working and adapted behaviours of everyone involved. In a specific change management module, we will review proven change management approaches as well as venture into behaviour change and experimentation.

4 Modules to the Customer Engagement Certification
The program consists of 4 Modules to get full certification. Module **1** is **mandatory** to be able to attend other modules.
Modules **2 – 4** can be **booked individually.**

Target audience

The Certificate Program is designed for professionals from Pharma RX/OTC, Medtech and Diagnostics:

- Brand / Product / Medical Manager
- Digital Leaders / Managers
- Chapter / Squad Leaders
- Communication Manager
- Marketing / Sales Managers
- Commercial Excellence Leaders
- Sales Force Effectiveness Leaders / KAM
- Business Unit Heads

Module

Module 1 - The essence: Customer Engagement Overview

This Module is a 1 day seminar and mandatory to be able to attend other modules.

Module content
- Introduction to customer engagement and potential benefits
- Identifying customer needs and preferences
- The equation: 3 Cs and 1 E: Customer + Content + Channel = Engagement
- Tools from the toolbox: Personas and Customer Journeys

Ort

Trafo Baden Kultur und Kongresszentrum
Brown Boveri Pl. 1 5400 Baden
Lageplan

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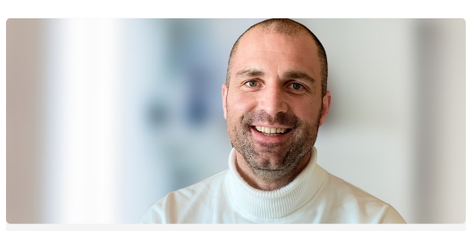

Julian Hohendorff

Customer Engagement Certificate Program

Wählen Sie jeweils das gewünschte Datum aus.

Module 1: The essence
Kosten pro Person (exkl. MwSt.)
CHF 980.00 (für shqa Mitglieder)
CHF 1480.00 (für Nichtmitglieder)

Datum auswählen

Module 2: The play
Kosten pro Person (exkl. MwSt.)
CHF 1960.00 (für shqa Mitglieder)
CHF 2960.00 (für Nichtmitglieder)

Datum auswählen

Module 3: The enablers
Kosten pro Person (exkl. MwSt.)
CHF 980.00 (für shqa Mitglieder)
CHF 1480.00 (für Nichtmitglieder)

Datum auswählen

Module 4: The key
Kosten pro Person (exkl. MwSt.)
CHF 980.00 (für shqa Mitglieder)
CHF 1480.00 (für Nichtmitglieder)

Datum auswählen

Hier anmelden

Sprache
English

Art der Veranstaltung
Zertifikatslehrgang
Alle Module finden als Präsenzseminare statt

Kosten pro Person (exkl. MwSt.)
CHF 4'900 .– (für shqa Mitglieder)
CHF 7'400 .– (für Nichtmitglieder)
In diesen Kosten inbegriffen sind: Seminarpräsentation und Teilnahmebestätigung

Gerne berate ich Sie persönlich!
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Consultant & Coach
JH Consulting & Coaching

Module 2 - The play: End to end Engagement Campaign

This Module is a 2 day seminar

Module content

- Best-practice-Sharing Session with Claudia Miehlke: Agency collaboration models
- Designing and planning an customer engagement measure
- Developing engagement objectives and key messaging
- Best-practice-Sharing Session: Texting knowledge and Persona-specific texting
- Developing a content + channel mix
- Developing a user journey
- Creating a success measurement framework with the right KPIs

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Claudia Miehlke
Geschäftsleitung,
Communication Manager
Puls AG | Health Communication

Module 3 - The enablers: Technology, AI and Automation

This Module is a 1 day seminar

Module content

- Utilizing technology and automation tools
- Overview of relevant technology players
- Best-practice-Sharing Session with Patrick Fischer: AI as an efficiency driver for customer engagement
- Automation potential for small teams and limited budgets

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Patrick Fischer
Senior Director Client Solutions
FFI Ventures GmbH

Module 4 - The key: Change Management

This Module is a 1 day seminar

Module content

- Six stages of change
- Logical layers impacting change
- Behaviour change wheel
- Interventions to drive change

- Best-practice-Sharing Session with Stefanie La Brooy-Nollenberger: Implementing customer engagement across a global and local organization
- Breaking down silos: cross-functional customer engagement
- Change tracking

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Steckbrief

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