

# 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

## Modules

### 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

### Location

**Trafo Baden Kultur und Kongresszentrum**  
Brown Boveri Pl. 1 5400 Baden  
[Map](#)

### Lecturers



Julian Hohendorff

### Customer Engagement Certificate Program

Please choose module and date

Module 1: The essence  
Cost per person (excl. VAT)  
CHF 980.00 (for shqa members)  
CHF 1480.00 (for non-members)

Choose a date

▼▼

Module 2: The play  
Cost per person (excl. VAT)  
CHF 1960.00 (for shqa members)  
CHF 2960.00 (for non-members)

Choose a date

▼▼

Module 3: The enablers  
Cost per person (excl. VAT)  
CHF 980.00 (for shqa members)  
CHF 1480.00 (for non-members)

Choose a date

▼▼

Module 4: The key  
Cost per person (excl. VAT)  
CHF 980.00 (for shqa members)  
CHF 1480.00 (for non-members)

Choose a date

▼▼

Register here

Language

English

Course type

Certificate Program  
Attendance seminar


Cost per person (excl. VAT)  
**CHF 4'900 .–** (for shqa members)  
**CHF 7'400 .–** (for non-members)

Included in this fee: seminar documents and confirmation of participation



I would be happy to advise you personally  
Corinne Wild  
[+41 41 500 07 89](#)

### Contact persons



Rebecca Siegmann  
[+41 41 500 07 86](#)



Carla Roos  
[+41 41 500 07 83](#)

Module 2 - The play: End to end Engagement Campaign



This Module is a 2 day seminar

Module content

- Best-practice-Sharing Session with Claudia Miehke: 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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Lecturers



Julian Hohendorff

Consultant & Coach  
JH Consulting & Coaching



Claudia Miehke

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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Lecturers



Julian Hohendorff

Consultant & Coach  
JH Consulting & Coaching



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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Lecturers



**Julian Hohendorff**

Consultant & Coach  
JH Consulting & Coaching




**Stefanie La Brooy-Nollenberger**

Digital Engagement Lead  
AstraZeneca

Lecturers






**Julian Hohendorff**

Consultant & Coach  
JH Consulting & Coaching

Profile





**Claudia Miehke**


Geschäftsleitung, Communication Manager  
Puls AG | Health Communication



**Patrick Fischer**

Senior Director Client Solutions  
FFI Ventures GmbH





**Stefanie La Brooy-Nollenberger**

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