

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

Lieu

Trafo Baden Kultur und Kongresszentrum

Brown Boveri Pl. 1 5400 Baden

[Plan du site](#)

Conférenciers



Julian Hohendorff

Customer Engagement Certificate Program

Sélectionnez la date souhaitée dans chaque cas.

Module 1: The essence

Coût par personne (hors TVA)

CHF 980.00 (pour les membres de la shqa)

CHF 1480.00 (pour les non-membres)

Sélectionnez l'option

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Module 2: The play

Coût par personne (hors TVA)

CHF 1960.00 (pour les membres de la shqa)

CHF 2960.00 (pour les non-membres)

Sélectionnez l'option

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Module 3: The enablers

Coût par personne (hors TVA)

CHF 980.00 (pour les membres de la shqa)

CHF 1480.00 (pour les non-membres)

Sélectionnez l'option

▼▼

Module 4: The key

Coût par personne (hors TVA)

CHF 980.00 (pour les membres de la shqa)

CHF 1480.00 (pour les non-membres)

Sélectionnez l'option

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Inscrivez-vous

Langue

Anglais

Type d'événement

Cours avec certificat

Séminaire en présentiel

Coût par personne (hors TVA)

CHF 4'900 .– (pour les membres de la shqa)

CHF 7'400 .– (pour les non-membres)

In diesen Kosten inbegriffen sind: Seminarpräsentation und Teilnahmebestätigung



Je serai heureux de vous conseiller personnellement !

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Module 2 - The play: End to end Engagement Campaign



This Module is a 2 day seminar

Module content

- Best-practice-Sharing Session with Claudia Miehle: 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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Consultant & Coach
JH Consulting & Coaching

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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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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fiche signalétique







Claudia Miehke

Geschäftsleitung, Communication Manager

Puls AG | Health Communication

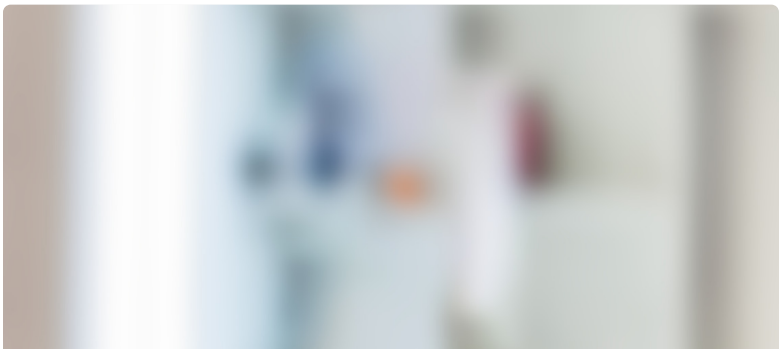


Patrick Fischer

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