

Data Analysis for Customer Experience: Insights to Action

Marketing, Sales, Customer Service
Paris (France)
14 - 18 Jul 2025

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Data Analysis for Customer Experience: Insights to Action

Ref: 321830_147930 **Date:** 14 - 18 Jul 2025 **Location:** Paris (France) **Fees:** 4400 **Euro**

Course Description

This comprehensive 5-day course equips participants with the skills to leverage data analytics for improving customer experience. Learn to collect, analyze, and interpret customer data to drive actionable insights. Discover how to use advanced analytics techniques to enhance customer satisfaction, loyalty, and overall business performance.

Learning Objectives

- Understand the fundamentals of customer experience analytics
- Master data collection and preprocessing techniques
- Apply advanced analytics methods to customer data
- Develop data-driven strategies to enhance customer experience
- Create effective visualizations and reports for stakeholders
- Implement continuous improvement processes based on analytics insights

Course Modules

Day 1: Introduction to Customer Experience Analytics

- Understanding the customer experience landscape
- Key metrics and KPIs in customer experience
- Data sources and collection methods
- Ethics and privacy in customer data analytics

Day 2: Data Collection and Preprocessing

- Customer data integration techniques
- Data cleaning and normalization
- Feature engineering for customer analytics
- Building a unified customer view

Day 3: Advanced Analytics Techniques

- Predictive analytics for customer behavior
- Sentiment analysis and text mining
- Customer segmentation and clustering
- Journey mapping and touchpoint analysis

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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Day 4: Data-Driven Strategy Development

- Translating insights into action plans
- Personalization and customer targeting
- Optimizing customer touchpoints
- Measuring and improving customer loyalty

Day 5: Visualization, Reporting, and Continuous Improvement

- Creating impactful data visualizations
- Developing executive dashboards
- Implementing feedback loops for continuous improvement
- Future trends in customer experience analytics

Practical Wins for Participants

- Ability to design and implement a comprehensive customer analytics strategy
- Skills to create actionable insights from complex customer data
- Techniques to measure and improve customer satisfaction and loyalty
- Methods to communicate data-driven recommendations effectively to stakeholders

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