# Data Analysis for Customer Experience

Marketing, Sales, Customer Service
Berlin (Germany)
13 - 17 Jan 2025

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## PARTNER

# Data Analysis for Customer Experience

**Ref:** 321830_147936 **Date:** 13 - 17 Jan 2025 **Location:** Berlin (Germany) **Fees:** 4200 **Euro**

## Introduction

In today's competitive business landscape, understanding and improving customer experience is essential for success. Data analysis is a powerful tool for uncovering insights that can drive better customer experiences. This 5-day course is designed to equip participants with the knowledge and skills needed to analyze customer data effectively, identify pain points, and make data-driven decisions to enhance customer satisfaction. Through a combination of theory, practical exercises, and case studies, participants will learn how to leverage data analysis techniques to gain a deeper understanding of their customers and improve their overall experience.

## Course Objectives

- Introduce participants to the importance of data analysis in enhancing customer experience.
- Provide a comprehensive understanding of customer data sources and collection methods.
- Equip participants with data analysis techniques for uncovering customer insights.
- Teach participants how to visualize and present data effectively to drive actionable results.
- Enable participants to apply data-driven decision-making to enhance customer satisfaction.
- Foster the ability to measure the impact of customer experience improvements.

## Course Outlines

### Day 1

**Introduction to Data Analysis for Customer Experience**

- Understanding the Role of Data Analysis in CX
- Overview of Customer Data Sources and Types
- Introduction to Data Analysis Tools and Techniques

### Day 2

**Data Collection and Preprocessing**

- Effective Data Collection Strategies

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- Data Cleaning and Preprocessing Techniques
- Ensuring Data Quality and Consistency

## Day 3

### Customer Segmentation and Profiling

- Importance of Customer Segmentation
- Methods for Customer Segmentation
- Creating Customer Profiles for Targeted Marketing

## Day 4

### Analyzing Customer Journeys

- Mapping Customer Journeys
- Identifying Pain Points and Opportunities
- Applying Data Analysis to Improve Customer Journeys

## Day 5

### Data Visualization and Reporting

- Visualizing Customer Data for Insights
- Creating Impactful Dashboards and Reports
- Communicating Data-Driven Insights to Stakeholders

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