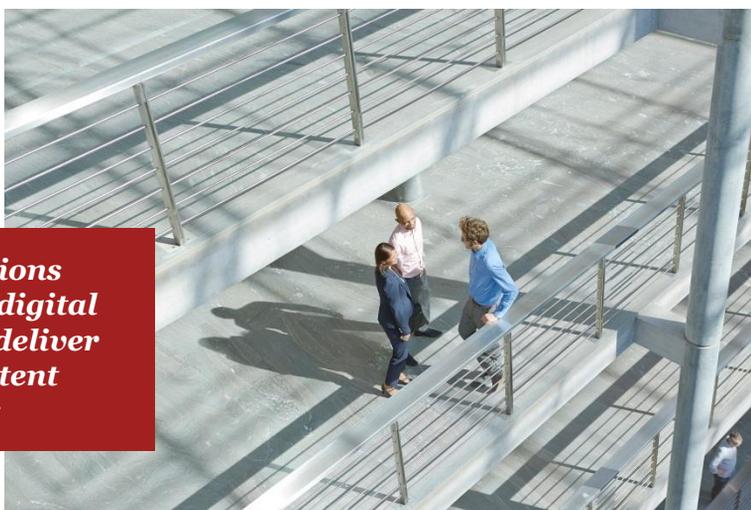


# Improving the Digital Customer Experience

## 1-day workshop

*Equipping business professions with the ability to improve digital customer engagement and deliver an experience that is consistent with customer expectations*



### *The new digital feature set has led to:*

Improvements in user-experience design through interactive, game-like interfaces that are starting to merge the boundaries between the real and the virtual, and bringing data to life through rich visualisations.

Innovation in digital analytics and predictive models, driving deeper insight into customers' behaviour and enabling highly targeted and relevant treatment strategies to be executed through digital media

### Who should attend?

Customer experience team, Channel operations team, any other parties who wants to improve your online/digital capabilities

### Benefits

Digital channels are a critical enabler of both your near-term objectives and long-term goals. Not only do digital channels deepen levels of customer engagement, it also opens up avenues for the monetisation of new services.

Our digital tipping point approach offers an excellent framework to perform a comprehensive benchmark. Sustainable improvements to digital cannot be achieved piecemeal; it requires an integrated assessment that reflects trends in customer behaviour, emerging technologies and required operational capabilities.

There are competing priorities for digital channel enhancements and no agreed way of prioritising these. The benchmark program helps to provide a unified view on the current situation and structure the prioritisation process.

To equip business professions with the ability to improve digital customer engagement to deliver an experience that is consistent with customer expectations, we will address these key areas during this one-workshop:

- Understanding and influencing digital behaviour
- Social media analysis
- Behavioral economics (related to digital)
- Measuring and generating digital customer engagement and advocacy
- Assessing and improving the User experience



Technical courses



Soft skills courses



Conferences & events



Training advisory

## Workshop outline

- Introduction to the Integrated benchmarking approach
- Understanding Digital customer advocacy framework
- Understanding how Digital behaviour can be influenced by applying concepts from behavioural economics
- Understanding User Experience and Capability maturity
- Case studies, best practices in digital adoption
- Understanding the heat-mapping approach that helps define actions on local and central level

## Our facilitator



**Michiel van Selm**  
Director  
michiel.van.selm@sg.pwc.com

Michiel is a Director in PwC Singapore group leading the growth practice. He specialises in improving the customer experience in large organisations. As a consulting practitioner in the Customer experience space, Michiel has led a number of transformation projects focused on improving customer sales and service. Michiel is a recognised thought leader in areas like channel optimisation, sales transformation and customer management. He is a frequent speaker at internal and customer events. Michiel has been part of various global research teams that delivered studies in areas like customer advocacy, customer service excellence and customer focused enterprise. Michiel has a broad international experience having worked in various countries across Asia and Europe.

## What did participants say?

*“I am now armed with a practical approach to improving digital sales using techniques from behavioural economics”*

*“It is a useful structured approach to assess digital capabilities”*

*“A unique and useful workshop”*

## Registration fees (includes 7% GST)

PwC Clients & Alumni: S\$650.00  
Public: S\$750.00

## How to register

Register your interest by contacting us via email at [academy.sg@sg.pwc.com](mailto:academy.sg@sg.pwc.com), visit our website at [www.pwc.com.sg/academy](http://www.pwc.com.sg/academy) or call Siti or Maimunah at (65) 6236 3957/3.

A complete calendar of training courses can also be found on our website [www.pwc.com.sg/academy](http://www.pwc.com.sg/academy)

# Registration Form

## Improving the Digital Customer Experience

Fees: PwC clients/alumni - S\$650 • Public – S\$750

Please register the following person/s for the workshop on:

27 March 2015

1. Name: Mr/Ms/Mdm ..... Designation: .....

Email: ..... Contact No: .....

2. Name: Mr/Ms/Mdm ..... Designation: .....

Email: ..... Contact No: .....

### Contact Person

Name: Mr/Ms/Mdm ..... Designation: .....

Company: ..... Address: .....

Email: ..... Contact No.: ..... Fax: .....

Enclosed is cheque for S\$..... (Cheque no. ....) made payable to

“PricewaterhouseCoopers Consulting (Singapore) Pte Ltd”.

### Registration and Payment

Registrations can be done by telefax at (65) 6236 3300 but will only be confirmed upon receipt of payment and registration form. Please mail the registration form and payment to PricewaterhouseCoopers Consulting (Singapore) Pte Ltd at **8 Cross Street #17-00 PWC Building Singapore 048424 (Attn: Siti/Maimunah, M&C Dept)**.

For registration and reservation enquiries, please call Ms Siti or Maimunah at (65) 6236 3957/3 or email us at [academy.sg@sg.pwc.com](mailto:academy.sg@sg.pwc.com).

### In-Company Training

This workshop can be presented on-site at your organisation as an in-house programme.

Please call Tony Moore at (65) 6236 3155 for more information or email at [anthony.moore@sg.pwc.com](mailto:anthony.moore@sg.pwc.com).

Note:

- Fees includes 7% GST, refreshment, lunch at a hotel/nearby restaurant and seminar kit.
- The venue will be at a dedicated PwC Training Room in the PwC Building (located above Telok Ayer MRT Station) or at a venue conveniently located above/close to an MRT
- Cancellation Policy: If you are unable to attend, a replacement is welcome. For cancellation received in writing at least seven (7) days before the seminar, a full refund will be made. No refund (or full rate will be charged) if a cancellation occurs less than 7 days before the seminar date. Notice of cancellation must be made in writing to us.
- Certificate of Attendance will be awarded on successful completion of the workshop.
- The organiser reserves the right to change the venue, date and programme due to circumstances outside our control.

### Tax deduction

Companies can claim 400% tax deductions or 60% cash payout of total registration fees under the Productivity and Innovation Credit (PIC) Scheme. Terms and Conditions apply.

For more information, please visit the IRAS website at [www.iras.gov.sg/irashome/picredit](http://www.iras.gov.sg/irashome/picredit)