



SCOTT KLOSOSKY

Technology Speaker, Author, Consultant
Founder, Future Point of View

MAPPING THE CUSTOMER JOURNEY: **SELLING IN A HYPER- PERSONALIZED WORLD**

TOPICS / CATEGORIES

Futurist + Trends
+ Strategy



Sales +
Marketing



Global Change +
Thought Leadership

Technology +
Leadership



Cybersecurity
Awareness

Architecting the Hyper-Personalized Experience of the Future

What if you knew exactly what each of your customers REALLY wanted? Would that help you develop customer loyalty? If you could anticipate what each person wanted from you before they told you, how would that change your approach? Through use of big data and digital connections, you can individualize relationships with any client or prospect you value. A hot topic in marketing today is “hyper-personalization.” This is the process of gathering a deep level of information on your constituents, and then using that information to create loyal and valued relationships. This goes way beyond installing a CRM system!

Scott has been on the vanguard of digital marketing techniques since digital marketing was born. In this session, he combines his custom knowledge of your industry and digital marketing savvy to show attendees several new methods for driving business.

This includes using the process of “mapping the customer journey” to detail every touchpoint in relationships and how either a human or technology connection can be used to create a fantastic

experience. As a special bonus, Scott can provide sample templates and tools that are used to complete these processes, so attendees can create a strategic plan for their organization.

LEARNING OBJECTIVES

- ✓ Build relationship journey maps inside your organization that detail every touch point of engagement
- ✓ Find the HUMALOGY® balance, using technology to augment human effort and wow customers
- ✓ Create a robust digital revenue engine to tie your efforts together and work toward building a more effective customer journey
- ✓ Develop hyper-personalization within your own engagement efforts
- ✓ Discover how to get your customers talking about their experience with you to their networks

BEST AUDIENCE

Business side leaders, Marketing Executives, Sales Managers, Salespeople, Customer Care Professionals

WALKING WITH YOUR CUSTOMER



scott klososky



@sklososky



/sklososky