



different

Customer Experience 2025

Connected reality

Duration:
1 day

Preparation time:
2 weeks

team:
3 diffriends
5-10 clients

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Digital is more than a channel or a medium. **Digital is Connected Reality**, and it demands a new way of thinking and acting. It also offers **remarkable opportunities for businesses, brands and marketers**. To build the Customer Experience 2025, we must rethink three dimensions: **time, space and content**.

Smart phones, smart watches, smart cars, smart home: consumers live in a networked world. We'll give you an overview of the most important developments in the Customer Experience of the Future and show you three dimensions in which a radical rethink is needed:

- 1 | TIME - fast forward: anticipate customer needs immediately and meet them proactively.
- 2 | SPACE - blurring the lines: the border between analogue and digital blurs, products and services become one.
- 3 | CONTENT - the perfect blend: content is served up in flexible modules, making it even more personal and relevant.

We will work together to rethink the dimensions of time, space and content. We will become sensitive to consumers' new expectations and develop solid prototypes for the ideal Customer Experience of the Future.

What you can expect:

NEW PERSPECTIVES
inspiring best practice cases and exciting lessons for a successful customer experience in the digital age

NEW METHODS
tools and techniques for a fast and creative development of new offerings for your own industry and audience

NEW PRODUCT AND SERVICE IDEAS
a variety of innovative ideas and prototypes of customer experience concepts related to real-life marketing practice

