

# Design dell'esperienza: la Customer journey nel mondo retail.

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# **INSPIRE**What the brand stands for you?

**DELIGHT**What the brand stands for?



## **AUDIENCE**







### **KPIs**

**Customer advocacy** 

Acquisition Relevance Frequency Retention

Less claims Less drop-out Conversion

#### **ROLES**

SALES ASSOCIATES
PRIVATE CLIENT
RELATIONS



ENTREPRENEUR /
FOUNDER / CEO /
CREATIVE DIRECTOR
/ COMMUNICATION

Increasing involvement of interdisciplinary teams



MARKETING
RETAIL
CUSTOMER SERVICE
CRM
IT