

# Customer Service 2.0

## + Content

Customer Service 2.0 requires the seamless integration of online and offline touchpoints as well as the efficient handling of B2B and B2C inquiries. Companies face the challenge of meeting diverse customer expectations while simultaneously optimizing service processes.

In the B2B environment, the focus lies on individual business models and complex ordering structures, whereas in the B2C environment, speed and frictionless workflows are critical. Both segments are confronted with rising customer expectations that require efficient service strategies.

The workshop provides insights into key challenges and practical solution approaches for a future-proof customer service setup.

## + Target Group

Executive Management, Customer Service, Inside and Field Sales, Key Account Management, Retail, eCommerce Management, Marketing, Business Development, and Organizational Development.

## + Customization

We jointly tailor the agenda to the specific needs of your organization – in terms of both duration and content. You may also choose whether the seminars are conducted on-site or conveniently online.

## + Agenda

### Welcome and Introduction

### Customer Service 2.0

- + 360° View Customer: Expectation vs. Experience
- + Joint Status Assessment – Customer Service 2.0
- + Importance, connectivity, and reach for B2B and B2C
- + Requirements and capabilities for contemporary customer service

### Customer Service in Operational Practice

- + Passende Services je Lebenszyklus und Touchpoint Customer Journey – wichtig für B2B- und B2C-Kunden
- + Blick in die Zukunft und den Kunden 2.0 mit seinen Erwartungshaltungen

### Software Solutions for Customer Service

- + Customer-Relationship-Management
  - + Potential and objectives of a modern CRM
  - + Functions and content of an effective CRM
  - + Industry CRM systems with insights and functional scope
  - + Discussion of application and optimization options for your organization
- + B2B Self-Service Portals and B2B Industry Portals
  - + Potential and areas of application
  - + Scope of services
  - + Overview of industry portals with insights and functional scope
  - + Discussion of application and optimization options for your organization

### Feedback and Joint Exchange

# Contact

... we welcome your inquiry.

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