

# CTAM EUROPE

## INSEAD

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**Tuesday 5th February 2019 @ 16:00 - 16:45 CET**  
**'Optimising and digitising Customer Experience  
in an agile world'**

**Joerg Niessing, Affiliate Professor of Marketing, INSEAD**



[Register](#)

*Join us next week for the 2nd webinar  
led by leading faculty member **Joerg  
Niessing, Affiliate Professor of  
Marketing at INSEAD.***



***Last year's attendees found the webinar "inspiring" and "thought provoking"***

***Joerg Niessing will whet your appetite for learning with this 30 minutes presentation.***

***Deep dive into the following:***

Since the turn of the twenty-first century, digital has fundamentally changed our lives. Adapting to the ongoing digitisation of the economy, and of society in general, is arguably the most challenging transformation every business is currently facing. But

that doesn't mean that traditional approaches do not apply anymore or that you must reinvent yourself. For being successful in a digital world it is crucial to understand your key objectives and to identify the means to achieve them.

Organisation's need to mirror digital objectives against their core strength and competencies to identify the most important gaps. Then initiatives are identified and their economic value assessed.

In several studies 'Optimising the digital Customer Experience' was ranked recently as the top strategic priority by Senior Executives. Successful companies ask themselves what problems they are trying to solve, what stakeholder needs they wish to fulfill, where they stand today, and how digital trends and technologies can address these problems along the customer journey.

In this webinar we will discuss how organisations can create exceptional Customer Experience to set themselves apart from their competition.

**Interested in hearing more?**

**Register below for this thought-provoking webinar -  
and check out the video for more info on our annual  
Executive Management Programme @ INSEAD**



# CTAM EUROPE

INSEAD Executive Management Programme  
24 -28 June 2019



If you wish to hear more about CTAM Europe's renowned Executive Management programme @ INSEAD - click [HERE](#) or email [fruzsin.sandor@ctameurope.com](mailto:fruzsin.sandor@ctameurope.com)

Let's stay connected:



**Special thanks go to the Founder partners of our Executive Management programme @ INSEAD:**

