



Digital Customer Engagement Strategy Training Course

31 May – 4 June 2027
Addis Ababa

Digital Customer Engagement Strategy Training Course

Ref: 717_223935 **Date:** 31 May – 4 June 2027 **Location:** Addis Ababa **Fees:** 4500 Euro

Overview

Digital Customer Engagement Strategy Training Course is a one-week professional course for customer experience, service, marketing, and digital-channel teams who leave with a Digital Engagement Orchestration Plan. Participants map journey moments, define channel roles, design interactions, set personalization rules, coordinate responses, select engagement measures, run experiments, and assign governance. The course addresses disconnected digital touchpoints through structured design and decision tools. Agile Leaders Training Center treats digital customer engagement as coordinated journey work.

Who Should Attend

- Teams responsible for customer engagement across web, mobile, email, messaging, and social channels
- Teams responsible for digital customer journeys and touchpoint design
- Teams responsible for self-service and assisted-service coordination
- Teams responsible for personalization, customer data use, and interaction rules
- Teams responsible for engagement measurement, experiments, and channel governance

The course assumes participants manage customer-facing digital interactions and leaves out general customer-service behavior, platform administration, and advertising campaign production.

Departments and Industries

The course supports departments and industries where connected digital interactions shape customer participation and continuity.

- Customer experience, service design, and customer operations functions
- Marketing, digital channels, and relationship-management teams
- Technology, product, analytics, and self-service functions
- Financial services, retail, telecommunications, and hospitality organizations
- Healthcare, education, utilities, and professional-services organizations

Learning Objectives

By the end of this course, participants will be able to:



- Analyze digital journey moments and prioritize engagement opportunities
- Build channel-role and touchpoint orchestration decisions
- Apply personalization and interaction-design rules
- Use response-routing methods across self-service and assisted channels
- Evaluate engagement signals, measures, and experiment results
- Build governance and improvement actions for digital engagement

Course Agenda

Day 1: Journey Moments and Engagement

- Digital Customer Journey Moment Map
- Engagement Opportunity Prioritization Matrix
- Customer Intent and Context Canvas
- Touchpoint Friction Diagnostic
- Engagement Outcome Definition Sheet

Day 2: Channel Roles and Interaction Design

- Digital Channel Role Matrix
- Web and Mobile Interaction Pattern Map
- Email, Messaging, and Social Purpose Guide
- Self-Service and Assisted-Service Boundary Map
- Cross-Channel Continuity Checklist

Day 3: Personalization and Response Orchestration

- Customer Segment and Signal Grid
- Personalization Decision Rules
- Content and Offer Relevance Canvas
- Response Routing and Escalation Flow
- Consent and Preference Use Check

Day 4: Measurement, Experiments, and Governance

- Digital Engagement Signal Catalogue
- Journey and Channel Measurement Tree
- Interaction Experiment Design Card
- Learning and Decision Review Log
- Digital Engagement Governance Matrix



Day 5: Engagement Strategy Practice

- Exercise: Diagnose Journey Moments and Friction
- Exercise: Assign Channel Roles and Continuity Rules
- Exercise: Design Personalization and Response Logic
- Exercise: Select Measures and an Experiment
- Capstone: Digital Engagement Orchestration Plan

Practical Exercises

The course uses retail, financial-service, healthcare, and subscription-service cases to practice digital engagement decisions.

- Suggested activity: map an interrupted journey and identify engagement moments where customers need guidance or response.
- Suggested activity: define the roles of web, mobile, messaging, email, social, self-service, and assisted channels.
- Suggested activity: design personalization rules using customer context, preferences, and observable signals.
- Suggested activity: build a measurement and experiment plan for one engagement opportunity.

FAQs

Who suits digital customer engagement strategy training, and what does it assume?

Customer experience, service, marketing, product, and digital-channel teams suit the training; it assumes responsibility for customer-facing digital touchpoints and interaction decisions.

How does digital customer engagement strategy differ from general customer service training?

Digital customer engagement strategy coordinates journey moments, channel roles, personalization, responses, measures, and governance; general customer service training focuses more broadly on service behavior and conversations.

How should teams choose digital customer engagement channels?

Teams should compare customer intent, journey moment, task complexity, urgency, preference, continuity needs, and service risk before assigning a channel role.

What should digital customer engagement measurement include?

Measurement should connect observable engagement signals with journey outcomes, channel performance, customer effort, response continuity, and decisions produced by experiments.



Conclusion

Participants take back a Digital Engagement Orchestration Plan covering journey moments, channels, personalization, responses, measures, experiments, and governance. The plan replaces isolated digital activities with linked decisions and accountable ownership. It helps teams coordinate interactions, test improvements, and review whether engagement supports the intended customer journey.