

Customer Engagement Strategy

Using Emerging Technologies to Transform the Customer Journey

Deliver lasting customer value through data-led, technology-enhanced engagement strategies. *Customer Engagement Strategy* by Joern Schlimm is a strategic guide for senior decision-makers who want to move beyond short-term campaigns and design customer experiences that deliver measurable results. Grounded in global research and proven industry frameworks, it provides tools for transforming emerging technologies into sustainable, ROI-driven engagement strategies that strengthen brand equity and customer loyalty. Written for decision-makers shaping enterprise growth, this book explores how to align digital innovation with governance, performance metrics and long-term business impact. Drawing on real-world examples from organizations such as Europa-Park, FIFA, Dolby Atmos and Zeiss Microscopy, it highlights how forward-thinking brands create competitive advantage through purposeful innovation. You'll learn how to: - Apply data-led frameworks to deliver consistent, high-value customer experiences - Integrate AI, Web3 and immersive environments into measurable engagement strategies - Use proven insights to govern innovation and mitigate technology adoption risks - Lead transformation that connects business performance with customer outcomes Combining strategic foresight with actionable insights, **Customer Engagement Strategy** helps senior leaders make informed, evidence-based decisions that drive growth, enhance governance and deliver meaningful customer relationships across every channel. **Themes include:** digital transformation, customer experience strategy, data-driven marketing, ROI measurement, technology governance, innovation leadership

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- Lead transformation that connects business performance with customer outcomes

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