



International Project Week
HOCHSCHULE NORDHAUSEN

25th International Project Week 2023 08th – 13th May 2023

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University/Company: École pratique des hautes études commerciales

Country: Belgium

Uplifting customer experience thanks to new technologies and AI

Content:

The term customer experience includes various aspects such as customer long-term welfare in the relationship with a brand. Brands need to constantly innovate and will have to by using new technologies and AI. However, nowadays, there is a need to create this long-term relationship with a further engagement in customer's welfare, customer respect, and by respecting the environment. Therefore, brands need to find new ways to develop projects around inclusivity in order to become more humane, around circular economy projects in order to respect the environment.

Methods:

- Project oriented
- problem-solving
- and active methods

Competences and skills to be acquired:

A modern marketing and entrepreneurial approach including marketing principles linked to the new game changers in business which are linked to human aspects, environmental matters and new technologies

Prerequisites:

No prerequisites are needed

Language of instruction:

English