

# Hyper personalization

Monitoraggio della customer experience  
attraverso il process mining

Milan, 5<sup>th</sup> July 2024

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# Misurare la percezione dei clienti e confrontarla con l'esperienza vissuta

Esperienza percepita

Qualitativa

COSA  
IL CONSUMATORE DICE

MOT (moment of truth)



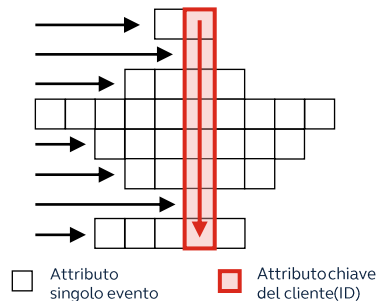
COSA  
IL CONSUMATORE FA

Esperienza vissuta

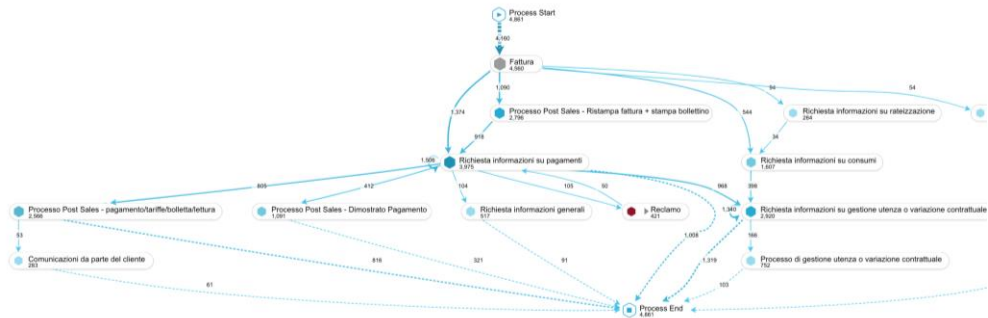
Quantitativa

# Applicazione dello strumento di experience mining

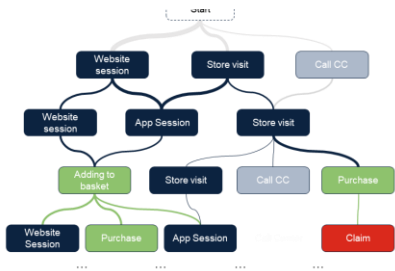
Raccolta di eventi dal touchpoint e timestamp



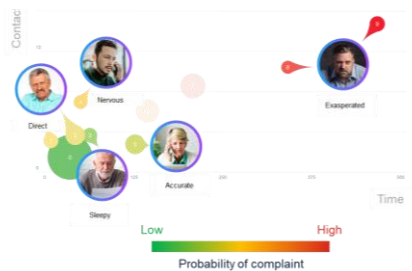
Rappresentazione data-driven della mappa dell'esperienza



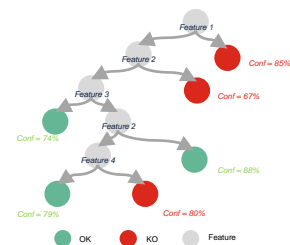
Mappatura dell'esperienza



Definizione delle customer personas



Analisi delle cause





# Thank you.

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