Meet the Customer Alliance Team

Your dedicated core team members from Customer Alliance

Francesca Celoria

Project Manager/ Key-Account Manager

Experience: > 4 years Projects for Key Accounts, Customer Relationship Management, After Sales & Technical Support

Anastasios Cafaltis

Global Senior Director Sales

Experience: >16 years leadership & coaching experience in sales for the event and travel industry

Muhammad Darrag

Lead Product Manager

Experience: >5 years in Product Manager, Operations & Business Intelligence, Scrum Master, Project Management in Automotive Market Analyst for machine suppliers

Torsten Sabel

Co-Founder and COO

Experience: >15 years experience in developing and leading software and service companies in Europe and the USA.

[Link to Journey](#)

Design your Guest Journey

Duration:
30 Minutes
+15 minutes
presentation

ACTIVITIES

Meet in 4 groups of 3-5 people
1. Brainstorm new touchpoints throughout the customer journey
2. Configure your new customer journey using the plot and the customer journey event, touchpoint
3. Define for each touchpoint who, when, why? E.g. target group (e.g. customer, leads,) when shall it be triggered and why it should be triggered

MATERIALS

Please use:
● Pens, Markers
● Cards
● Journey Plot
● Event, touchpoint cards

DELIVERABLES

Defined customer journey plot touchpoints incl. questions, messages and channels
(WHO, WHEN, WHY)

CUSTOMER ALLIANCE

www.customer-alliance.com