

# CUSTOMER JOURNEY IN THE YACHTING INDUSTRY PROGRAM



3 - 5 June 2024



In-person



IUM in Monaco



English Language



1,700€ + TVA

UNVEILING NAUTICAL EXCELLENCE : A VOYAGE IN UHNWI CLIENT MANAGEMENT.

CHART A COURSE FOR SUCCESS WITH THE INTERNATIONAL UNIVERSITY OF MONACO'S CUTTING-EDGE SUITE OF EXECUTIVE EDUCATION.

## PROGRAM OVERVIEW

Embark on a transformative journey with our specially curated program for yachting industry executives. Delve into the intricacies of customer journey mapping (CJM) to master the seas of UHNWI client management. By understanding and acting on key insights into UHNWI behaviors and drivers, you can enhance every facet of the customer experience (CX), boost conversions, and navigate your firm towards increased market share and profitability. Under the guidance of Prof. Dr. Phil Klaus, leading UHNWI researcher, gain exclusive access to strategies proven to streamline your path to customer satisfaction and retention.

## WHO WILL BENEFIT

This program is tailored for top executives and decision-makers in the yachting industry dedicated to elevating the Ultra High Net Worth client experience.

## PROGRAM OBJECTIVES

- **Customer Insight:** Understand the core needs and behaviors of UHNWI clients within the yachting industry context through comprehensive journey mapping.
- **Tailored Strategies:** Utilize CJM to customize and enhance UHNWI interactions at every touchpoint, informed by qualitative and quantitative data.
- **Innovation in Action:** Implement dynamic CX innovations that resonate with today's discerning buyers.
- **Competitive Edge:** Gain actionable insights from Prof. Dr. Phil Klaus to outmaneuver competitors and secure a dominant market position.
- **Data-Driven Decisions:** Utilize CJM to turn customer emotions and actions into actionable strategies that drive growth.
- **Cross-Functional Synergy:** Align various teams within your organization to ensure a coherent and seamless UHNWI client experience.
- **Resource Optimization:** Maximize ROI by refining the customer journey to prevent future roadblocks and minimize acquisition costs.
- **Continuous Improvement:** Embrace CJM as a living framework for consistent refinement and adaptation to evolving UHNWI needs and market trends.

# PROGRAM OUTLINE

Step aboard the premier league of executive education. Navigate beyond the horizon with skillful mastery over the UHNWI clientele's journey, guided by exclusive expertise and insights. Your quest for unparalleled success in the yachting industry begins with us.

2.5-Day Executive Education Program Outline: UHNWI Client Management in the Yachting Industry.

## DAY 1

### SETTING SAIL - CUSTOMER JOURNEY MAPPING FUNDAMENTALS

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#### Welcome Aboard & Registration

Begin your voyage with us, setting the stage for a transformative learning experience

#### Charting the UHNWI Course

An in-depth analysis of what defines UHNWI clients within the yachting sphere

#### Morning Anchorage

The Navigator's Tools - Introduction to CJM  
Learn the essentials of customer journey mapping and its relevance in the luxury yacht sector

#### Creating Your Chart - Building a Journey Map

Hands-on workshop on crafting a customer journey map tailored to UHNWI clients

#### Steering Through Touchpoints

Identifying and optimizing key customer touchpoints within the yachting industry

#### Network Dinner

## DAY 2

### NAVIGATING IN DEPTH - ADVANCED MAPPING AND STRATEGIES

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#### Deep Dive into UHNWI Psychology

Prof. Dr. Phil Klaus presents an exclusive insight into the minds of UHNWI clients

#### Tailored CX for UHNWI

Developing personalized customer experiences that resonate with UHNWI preferences

#### Plotting the Journey - Data and Emotions

Leveraging data to emotionally connect with clients at every stage of their journey

#### From Insights to Advocacy

Turning customers into champions through strategic journey mapping implementation

#### Expert Dinner with Prof. Dr. Phil Klaus

An intimate dinner featuring detailed discussions with the leading expert, providing an open forum for Q&A and expert insights

## DAY 3

### THE DESTINATION - APPLICATION AND MASTERY

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#### The Luxury Touch - Fine-Tuning the Journey

Enhancing luxury and exclusivity in customer experience strategies

#### Beyond the Horizon - Future Proofing Your Strategy

Adapting and evolving your customer journey maps for sustainable UHNWI satisfaction and loyalty

#### Concluding Ceremony

Final thoughts and the presentation of certificates to recognize your professional development in UHNWI client management

#### Captain's Farewell Luncheon

A closing meal to consolidate relationships formed and to recap key takeaways from the transformative journey together

End of the program at 2pm

## PROF. DR. PHIL KLAUS

Prof. Dr. Phil Klaus is widely considered one of the leading global Customer Experience Strategists and the world-leading UHNWI researcher.

Prof. Klaus is ranked on the Stanford University Annual World's Top 2% Scientists list in 2019/2020/2021/2022 and 2023. He is the Chairman of the PK Customer Experience Institute, founder of Prof Dr. Phil Klaus & Associates Consulting, Professor of Customer Experience Strategy and Management at the International University of Monaco, and bestselling author of "Measuring Customer Experience".

His award-winning research is published in a wide range of top-tier academic and managerial journals and numerous books.

He is an experienced manager, Non-Executive Director, strategic advisor and management consultant with an active, international portfolio of Blue-Chip clients for whom he advises on customer experience strategy, profit enhancement, 'next practice,' and business development.



## WELCOME TO MONACO

Monaco, located between France and Italy, is a unique economic model, which is characterized by a zero-income tax policy for individuals, a diversified revenue base, a thriving finance sector, high-end tourism, and a strong focus on luxury markets, contributing to its reputation as a global economic and financial hub.

By taking advantage of its international setting, and the image of the Principality of Monaco, IUM provides a learning environment that combines the benefits of a small size country with the connections to global businesses, international diversity, and an entrepreneurial spirit.

The Principality of Monaco is a dynamic and multicultural environment where students can learn and experience the finance, sport, and luxury industries at the highest level. The country offers an unparalleled gateway to successful companies that work right on the IUM doorstep.





# THE IUM DIFFERENCE

The International University of Monaco is a private institution of higher education founded in 1986 in the Principality of Monaco, integrated within the OMNES Education, the French leader in private higher education.

IUM is AACSB accredited (Association to Advance Collegiate Schools of Business) and its MBA program holds the AMBA accreditation (Association of MBAs).

Its program portfolio includes Executive Programs, Bachelor, Master of Science, MBA and DBA degrees.

Renowned professors and experts are engaged in executive programs designed for global leaders and managers representing a diverse range of industries.

IUM is proud to remain an intimate, human scale business school with a profoundly multicultural outlook.

With more than 70 different nationalities in its student body, IUM encourages interactions and exchanges among students from around the world.

Whether you are an individual seeking to expand your skills and knowledge or an organization seeking to deliver innovative training solutions, the executive education team at IUM is ready to be your partner. We harness the expertise and practical insights of our esteemed faculty, Executive Education Fellows, and trusted Experts to provide you with engaging workshops and immersive learnings. This allows us to bring a wide range of corporate experience and outstanding academic credentials, all applied to your real business challenges.

## ADMISSIONS

We accept applicants for the programs on an ongoing basis as space permits, and we urge you to submit your application at your earliest convenience. While many programs don't have strict educational prerequisites, the admission process is competitive and centers on your professional accomplishments and your role within your organization.

## FOR MORE INFORMATION

Visit our [Website](#)

## CONTACT US

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