



TRAINING

LuxuryTech

LEARNING OBJECTIVES

- Understand the challenges of digital transformation in the luxury sector
- Identify key technologies and innovations in LuxuryTech
- Optimise high-end customer experience through digital tools
- Build a digital strategy adapted to luxury brands

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Luxury, marketing and digital professionals

PREREQUISITES

Fundamentals of luxury

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE

- Inter-company training: €1,890 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



DETAILED PROGRAM

- Introduction to LuxuryTech
 - Definition and overview of LuxuryTech
 - Evolution of luxury houses in response to digital transformation
 - New customer behaviours and premium expectations
- Luxury ecosystem and technologies
 - High-end CRM and clienteling
 - Luxury e-commerce tools and omnichannel experiences
 - Immersive technologies: augmented reality, virtual reality, phygital
- Customer experience and personalisation
 - Omnichannel customer journey in luxury
 - Hyper-personalisation through data
 - Premium customer relationship and loyalty
- Digital marketing in luxury
 - High-end social media and influencer strategies
 - Brand content, storytelling and brand image
 - Online reputation management and digital exclusivity
- Data and performance
 - Customer data collection and usage
 - Luxury-specific KPIs (lifetime value, engagement, exclusivity)
 - Managing marketing performance
- Innovations and trends
 - AI in luxury
 - NFTs, blockchain and traceability
 - New experience and distribution models
- Practical workshop
 - Digital audit of a luxury brand
 - Building a LuxuryTech strategy
 - Optimisation and innovation recommendations

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to integrate LuxuryTech technologies into their strategy, enhance premium customer experience and develop digital initiatives aligned with the luxury sector's standards.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

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- By email: contact@crews-education.com

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