



CUSTOMER EXPERIENCE MASTERCLASS TRAINING

Do you want to learn to build a more customer-centric organisation?

Do you want to innovate your products and services informed by deep insights?

Do you want to develop a customer experience strategy to provide greater clarity for your teams?

Customer Experience Training is a 2 day workshop (in-person or virtual), during which you'll critically analyse your customers, develop your Value Proposition, Ideal Future State and then your Customer Strategy Roadmap. Our modular training structure provides content that benefits everyone in your organisation, from new staff to CX professionals alike. You will be provided with practical tools through our hands-on interactive sessions that ensure your new knowledge can be applied immediately.

THE WORKSHOP

1. Define

- ▶ Define your Business Growth Goals
- ▶ Define the Business Challenge
- ▶ Identify Key Opportunity Areas

2. Discover

- ▶ Develop a detailed and comprehensive Research Plan
- ▶ Marry the Qualitative to the Quantitative Research
- ▶ Understand Category Best Practices

3. Map

- ▶ Map the Customer Journey
- ▶ Marry to the Staff Experience
- ▶ Identify Moments of Truth

4. Synthesise

- ▶ Articulate Unmet Needs + Pain Points
- ▶ Develop Customer Insights
- ▶ Determine Jobs to be Done + Customer Need States

5. Design

- ▶ Design Future State (Customer Value Proposition)
- ▶ Develop Key Initiatives
- ▶ Identify Quick Wins

6. Align

- ▶ Ensure Organisational Buy-In
- ▶ Break down the Silos
- ▶ Shift the Mindsets

7. Implement

- ▶ Articulate the Customer Strategy
- ▶ Translate Ideas into Programs of Work
- ▶ Agree Implementation Plan for #Now/Next/Later

8. Mobilise

- ▶ Establish Project teams for execution
- ▶ Create accountability for Programs of Works
- ▶ Realign Policies and Processes to Customer Needs

9. Sustain

- ▶ Connect KPIs to Customer-Centric Outcomes
- ▶ Ongoing Measurement + Feedback
- ▶ Recognition + Sharing Organisation Success

OUTCOMES

Clarity

- ▶ Clearly define your biggest obstacle to growing with less effort and costs. Agree the most important customer issues holding your business back.

Confidence

- ▶ Gain the absolute Confidence that every decision you make will be the right one because you have tested it with your staff, your customers and your market.

Conviction

- ▶ Create a plan that has the agreement and buy-in of your whole leadership team and your people are inspired to deliver.

ABOUT PROTO

Being brilliant at understanding customers drives business growth. We give absolute clarity to leaders who want to know what to do #now, next and later by translating customer thinking into customer growth.

Our clients love working with us because we embed deep customer understanding to create and realise business growth.





WORKSHOP THEMES & WORK EXAMPLES



9 STEP PLAN

We have developed a proven 9 Step Methodology that takes you through an in-depth process. It provides you with the clarity you seek and the confidence you need to solve any important customer problem. Understand your customers so well, you can implement a customer strategy that ensures you make the right decisions now, next and later.

TRAINING WORKSHEETS

We guide you through a series of Tools, Frameworks and Activities that ensures you understand your customers and you develop strategies to embed customer-centric practices into your organisation.

10 Principles of Customer Strategy
A well-designed set of principles are unique to a business or organisation.

1 Master the art of the possible
Technological breakthroughs are now common in nearly every industry, customers expect big changes to be a regular occurrence. The most successful companies continually experiment with innovations that make life better for customers.

6 Leverage your ecosystem
Your company exists in a broad network of relationships that form an ecosystem. A broad ecosystem can provide data on your customers' interests, thereby opening up ideas for new product and service offerings and growth opportunities.

Customer Success Disciplines - Cheat Sheet
Use the information provided below to help determine the success of your Customer Success Disciplines.

Customer Success Disciplines
Read through the Customer Success Disciplines cheat sheet and thinking about your own company, score yourself on how well you think you are doing in each section. Mark out your score on the straight lines and then connect them to each other to complete the diagram.

CUSTOMER CENTRICITY

- Leadership & Culture
- Understanding & Insight
- Strategy & Vision
- Design & Delivery
- Measurement & Prioritisation

Score:.....

Score:.....

Score:.....

Score:.....

Score:.....

Score:.....





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