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THINK LIKE THE CUSTOMER

Is it difficult to get all your people to think from the customer perspective?

Are you sure that all that effort and time is focused on those things that your customers truly value?

Are you losing customers and not really sure why?

Think Like the Customer is a workshop designed to raise employee awareness about the importance of quality and customer service and experience. Understand the magic of truly outstanding service by understanding and mapping customer needs, wants, and expectations to turn the experience into a competitive advantage.

Participants who attend **Think Like the Customer** will be challenged to put themselves in their customers' shoes - then reframe their attitudes and behaviours when dealing with customers. This workshop will include practical tips that all participants can immediately put into action.

THE WORKSHOP

1. Build Customer Insight and Understanding

- ▶ Design and implement voice of customer programs, including unsolicited experience feedback from customers.
- ▶ Identify and map significant customer touch-points across the customer experience.

2. Experience Design and Improvement

- ▶ Use customer insights to define and prioritise experience requirements and opportunities for improvement, while using journey mapping to improve most relevant moments of truth.
- ▶ Establish and follow a well-defined design process that remains focused on customer outcomes

3. Develop a Customer Experience Strategy

- ▶ Develop Experience Principles and specific employee behaviours and interactions that reflect brand values.
- ▶ Define a customer experience strategy that describes the intended customer experience and its linkage to overall corporate objectives

4. Embed a Customer-Centric Culture

- ▶ Develop and deliver ongoing CEX interaction training for employees.
- ▶ Drive employee engagement and involvement — from the front line to the executive suite.

Think Like the Customer is designed for businesses that want to become more customer-centric and are looking for assistance to think more like their customers. It's ideal if you're thinking about an improvement opportunity, wanting to develop a more competitive offer, or looking to develop new products or services.

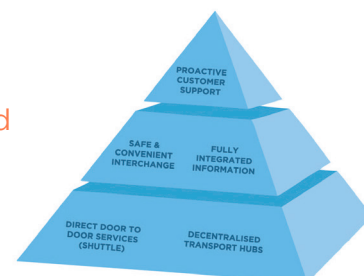
OUTCOMES

- ▶ Create an organisation Mindset Shift on developing customer-centric business plans.
- ▶ Ensure there is a deep understanding of the values of articulating the Customer Journey.
- ▶ Guarantee future customer pain points are identified and addressed.
- ▶ Understand how to use opportunity areas and learning from Customers to develop future initiatives.

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



Design Challenge - Examples

Refer to the following examples to help you write the Design Challenges

Transport Examples		Utilities Examples	
How Might We... effortlessly provide transport customers the information they need, in a form they want it, when they need it, to provide ongoing reassurance?	How Might We... design a bus service experience that is so easy and engaging to use, it is my first choice every time I want to get around Sydney.	How Might We... create an experience for small developers that is so seamless, efficient and reliable that Water Utilities are a trusted partner for their development needs?	How Might We... create a customer experience that consistently delivers the basics so brilliantly that our customers are happy to make us an ongoing part of their life?
App Examples		Retail Examples	
How Might We... optimise our App to drive deeper, more active engagement over the medium to long term?	How Might We... design a service that is so personalised, meaningful, intuitive and compelling that it's the first app customers open to listen to anything audio?	How Might We... create a differentiated experience that is so attractive that it increases the long-term loyalty of customers?	How Might We... deliver a retailer/dealer experience that is so collaborative, effortless and reliable that we are their first choice every single time?
Building Examples		Superfund Examples	
How Might We... develop a systemised approach to make it easier for Agents to prospect, list and sell by creating a consistent, collaborative approach that is efficient, supportive and fosters a positive team culture.	How Might We... design a 'wellness service proposition' that provides a set of positive experiences to improve the wellness/wellbeing of our communities, every day?	How Might We... understand and document the root cause of high lapse and CFI rates from a customer perspective and utilise this information to form a strategy that will significantly reduce these rates?	How Might We... develop a service to help middle-income professionals build skill and encourage self-managed investing so they can invest themselves quickly, easily and in full control of their level of risk.

ASK THE QUESTION

Thinking like a Customer starts with defining what an ideal experience would look and feel like for them. We help you define that experience and provide you with the step by tools and frameworks to ensure you always place the customer at the centre of the work you do.

UNDERSTAND WHERE TO GO

We will step you through the process to unpack your core customer needs and pain points so that you can translate customer understanding into customer and business growth.

