

Online Course

6 MODULES | 90 MINS | LIVESTREAM

Customer Experience & Innovation in the age of Covid-19

the critical steps to take now



There has never been a more important time to activate or accelerate your customer program. But how do you do this in the face of coronavirus? What should you look out for? What are the pitfalls? How do you effectively engage customers and acquire new ones in uncertain times? This course will help you make the critical decisions and develop the competencies and culture to grow in times of change.

Results & Outcomes

This course equips participants with tools that will allow them to:

- Understand the impact and implications of Covid-19 on customers
- Assess how well your organisation is responding to customer and growth opportunities.
- Create a customer framework (personas, maps, pathways, insights etc)
- Understand how customer research can be used more effectively to uncover hidden customer needs and expectations.
- Apply insights to design improved customer experiences and new value.
- Apply customer insights to create actionable customer growth and innovation.
- Design and execute a range (small to large scale) customer and innovation initiatives.
- Collaborate across the organisation to create a customer-centric culture
- Design and implement your own enterprise-wide customer program.

Who Should Attend

Leaders or teams members who work in following:

- Customer teams
- Marketing and Communications
- Product development
- Sales and customer service teams
- Customer contact centre – senior staff
- Executive team members

Format

Participants attend live online workshop session. Each session lasts approximately 45 minutes plus 15 minutes Q&A. Participants will work individually, in one-on-one sharing, group activities (using virtual conferencing) and Q&A.

If you are attending as part of a team your team can be grouped together for group activities. If you require support to action activities you can book a one-to-one coaching session. We also deliver tailored workshops and customer programs for organisations. (NOTE: all courses and materials are in English)

ONLINE COURSE

Six x weekly modules (90mins)
Streamed through zoom

On-demand (course only) at
thinkplayact.com.au

Register at thinkplayact.com.au/register

PRICING introductory offer (limited time)

\$88/ person per module (livestream only)

\$550 / person per course
includes 6 livestream modules, on-demand modules, 4 x deep dives, course materials, completion certificate.

“ I thoroughly enjoyed our workshop. I am excited to start implementing the tools. Very motivating and inspiring. ”

ROBYN S – HESTA



Program

Free introductory session

Customer Experience & Innovation
(Covid19 & Beyond)

Module 1 – Introduction – CX & Innovation

Key concepts – CX, UX, HCD, design thinking etc
Key tools and how to use them
Preparing a CX Strategy Canvas

Module 2 – Learn – Interviews & Personas

Customer Interviews – Covid-19 and beyond (*)
Developing personas and segmentation
Segmenting during Covid-19

Module 3 – Learn – Customer Journey Mapping

Types of maps – UX, CJ, CX
Hierarchy of maps (choosing the right one)
Design a customer journey map

Module 4 – Align – Backstage mapping

Backstage maps for CX & product development
Backstage maps for service design
Designing a backstage map

Module 5 – Align – Ideation & Innovation

Ideating around insights
Innovation methodologies & tools
Customer innovation across the 3 lenses
Innovating across trends & time

Module 6 – Measure – CX Implementation

Engaging the right sponsors & people
Creating CX processes
Prioritising initiatives
KPIs and measures for CX

45 Minute Deep Dives (series subscribers only)

- Customer Interviewing – Best practices (Covid-19 specific)
- Customer Journey & Backstage Mapping – (the dos and don'ts)
- Customer Value Propositions
- Value Innovation – redesigning value factors (eliminate, reduce, raise, create)

Materials

All participants in the full course will receive:

- Downloadable Customer Experience & Innovation handbook and guidebook
- Downloadable tool templates (personas, maps, ideation, implementation)
- Six-module course recordings (available after each live session)
- Four-module deep dive sessions



course handbook

Content & Tools



Personal assessments & reflection activities – to help you understand what qualities you bring to customer-centricity and innovation practices.



Business assessments & reflection activities – a self assessment to understand your organisation and its current customer-centric practices. Identify strengths and areas for improvement.



Customer tools – 6 customer-centric tools and templates to design an effective customer program and strategy. Tools are applicable to small projects or enterprise-wide customer transformation.



Ideation tools – 3 tools and templates for ideation and innovation. Includes best-practice tools from blue ocean strategy® and design thinking.



Implementation tools – 4 implementation tools that help you prioritise, implement and measure your customer and innovation program.



Post-workshop Implementation

We offer the following services to support you in the implementation of your customer program. All services are quoted on brief. Book promptly if you wish to secure support services during the course.

Our services include:

- Customer research (design, interviews, analysis & reporting)
- Cross-industry research (design, research, analysis, reporting and advisory)
- Customer value proposition development
- Customer persona and segmentation
- Customer experience & service design
- Ideation & innovation consulting
- Customer strategy development and advisory
- Implementation planning and advisory

About Your Facilitator

Robynne Berg MBus (Mktg), MAICD, CPM is an internationally qualified customer experience and innovation consultant and an authority on customer-centric innovation. She has over 20 years experience working in customer strategy, customer experience, design thinking and innovation.

She is the principle at innovation consultancy thinkplayact a company driven by the belief that innovation and growth are ignited by bringing people, customers and ideas together in the spirit of co-creation.

Robynne has worked with organisations including: Deutsche Telekom (Germany), UBS, Deakin University, HESTA, Honda, Government of Victoria to deliver customer transformation programs.

Robynne is a qualified Blue Ocean Strategy® practitioner and a part of an international network of consultants, academics and government office.



"The program has reinforced the importance of substantive interaction between industry and the customers to ensure a mutually beneficial relationship."

ALEX Z - RIO TINTO

Companies We've Worked With

