

Two Day Hands-On Workshop

Driving CX Transformation

Draft Agenda



Get out of your office and immerse yourself in a highly interactive two days. Learn leading-edge approaches to customer experience (CX) management by experiencing real-world venues and applying frameworks that you can use to transform your organization. Learn alongside and network with other CX professionals.

Who Should Attend?

This workshop is ideal for executives as well as individual contributors who are responsible for improving customer experience and are looking for a more practical, disciplined approach to use within their organization.

What Will Attendees Learn?

- Understand how to create sustainable CX improvements in your organization
- Gauge your CX effectiveness in the **four CX core competencies** using Temkin Group's **CX Competency & Maturity Assessment**
- Systematically evaluate experiences using Temkin Group's **SLICE-B methodology**
- Develop feedback, metrics and measurements that reinforce CX goals and objectives
- Apply the principles of Temkin Group's **People-Centric Experience** Design approach
- Gains skills and tools for leading customer experience transformation
- Learn many of the topics covered in the **Certified Customer Experience Professionals (CCXP)** certification

Agenda on Day 1

Time	Content
8:00	Breakfast and Registration
8:30	Welcome and Introductions
9:00	Customer Experience Building Blocks Learn and discuss key principles of CX.
10:30	Break
10:50	Customer Experience Building Blocks (continued)
11:30	SLICE-B Experience Review Methodology Learn how to decompose an experience and examine it through an expert review methodology. Includes group exercise evaluating an online experience.
12:15	Small Group Exercises #1 Small groups complete an exercise evaluating an online experience.
1:00	Lunch

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1:45	Small Group Exercise #2 Small groups go to local stores to complete specific goals and then complete an experience assessment.
3:45	Prepare Presentations Small groups put together their findings from exercise #2.
5:30	Adjourn
6:30	Dinner Hosted by Temkin Group

Agenda on Day 2

Time	Content
8:30	Breakfast
9:00	Recap and Discussion
9:30	Presentations From Small Group Exercise #2
10:15	Customer Experience Metrics Learn about the elements of a strong CX metrics programs and how to select the most appropriate metrics for your CX efforts.
11:00	Break
11:20	People-Centric Experience Design Learn how to use the power of purpose, empathy, and memories.
12:45	Lunch
1:45	CX Competency Assessment Presentation and interactive exercise where group uses and discusses Temkin Group's CX Competency Assessment tool.
2:45	Break
3:00	Building a CX Organization Learn about the five components of a successful CX organization and characteristics for success.
3:45	Closing Remarks
4:15	Adjourn

TEMKIN GROUP OVERVIEW



Temkin Group is a leading customer experience (CX) research and consulting firm. We help many of the world's largest brands lead their transformational journeys towards customer-centricity and build loyalty by engaging the hearts and minds of their customers, employees, and partners.

TEMKIN GROUP IS BASED ON FOUR CORE BELIEFS:

CX drives loyalty. Our research and work with clients demonstrates that interactions with customers influence both how much business they'll do with you in the future and how often they recommend you to others.

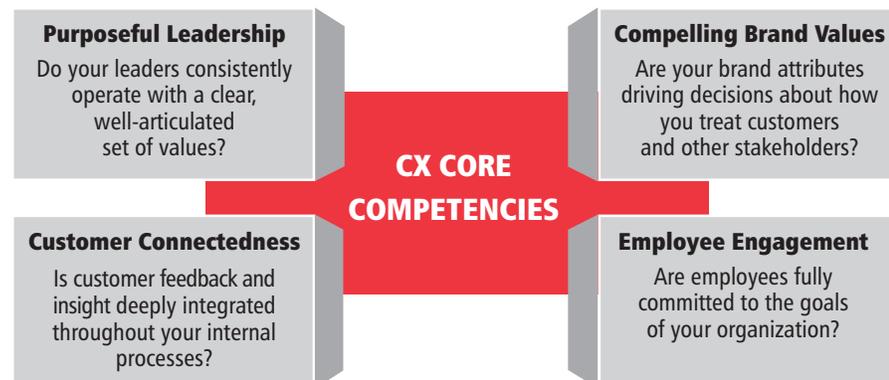
CX is a journey, not a project. Building the capabilities to consistently delight customers doesn't happen overnight. Companies need to plan for a multi-year change program.

Improvement requires systemic change. Companies can improve isolated customer interactions, but they can't gain a competitive advantage until customer experience is embedded into their operational processes and culture.

We can help you make a difference. Transformation isn't easy, but becoming more customer-centric is worth the effort. We help our clients accelerate their results and avoid many of the stumbling blocks along the way.

HOW WE ARE DIFFERENT:

Temkin Group combines thought leadership and benchmark data with a deep understanding of the dynamics of organizations, which enables us to accelerate customer experience results and help companies build the four competencies that are required to sustain long-term success.



HOW WE CAN HELP:

Temkin Group provides a number of different services including:

Research and Advisory Subscriptions. Access to all of our research on trends, best practices, and benchmark data as well as the option to ask questions or seek feedback on your efforts.

CX Planning and Innovating. We'll examine your organization's goals and make sure that you have the right plans and priorities for CX, whether you're just starting the journey or looking to take your CX efforts to a much higher level.

Engaging Workshops and Training. We deliver interactive workshops to help your organization understand the importance of CX and what it takes to achieve long-term success. We run workshops for executive teams, extended leadership groups, CX organizations, and broader sets of employees.

Compelling Speeches. If you're planning a meeting or an offsite event, we'll infuse compelling CX content into the event. We can engage your audience on a wide range of topics related to customer experience, focusing on elements of our four customer experience competencies.

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