

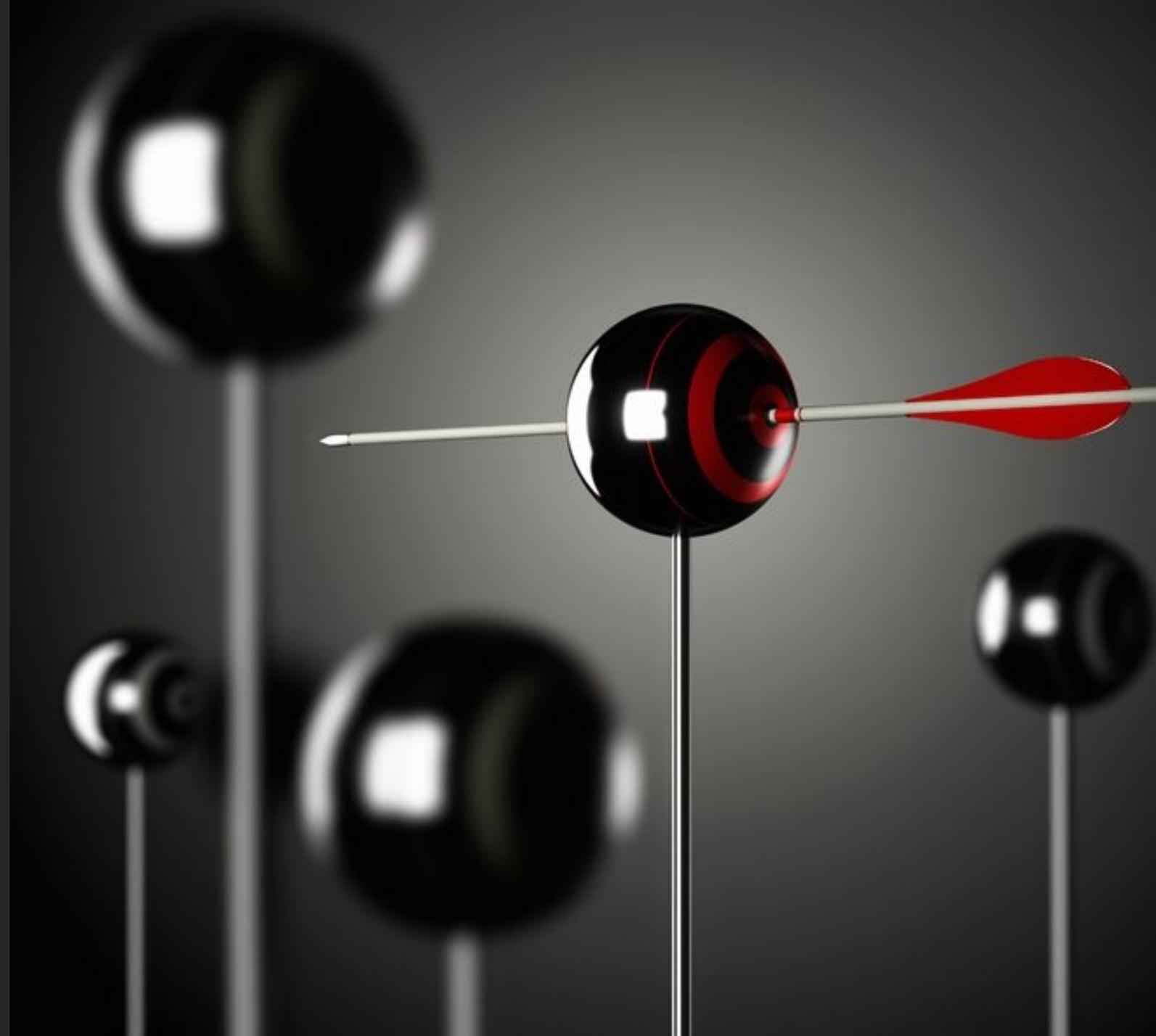
CUSTOMER EXPERIENCE

CUSTOMER JOURNEY MAPPING WORKSHOPS

In today's highly competitive business environment, where many businesses offer the same products and services at similar prices, management are actively searching for a key point of competitive differentiation to increase market share.

Research proves that companies who are winning the battle for market share, are actively focusing efforts and resources on driving a better Customer Experience.

Driving a better customer experience ultimately increases sales, improves customer loyalty and reduces churn. All the key factors that every business must be considering in order to thrive in the future.



Customer Journey Mapping

Customer Journey Mapping is the **starting point** for identifying and understanding customer needs and provides an intelligent framework on which to build an effective customer centric strategy.

A Customer Journey Map is a diagram that illustrates all the steps a customer goes through when engaging with a company or a brand, whether it be a product, service, retail experience or online experience.

There are always two Customer Journey maps; one that identifies the current experience a customer has when doing business with our company; and one that identifies the ideal journey we must create to drive a better customer experience.

Customer journey mapping workshop

The Customer Journey Mapping workshop allows participants the unique opportunity to 'walk in the shoes' of their customer and identify company processes, policies and procedures that either add value to or detract from the current experience.

The interactive Customer Journey Mapping workshop allows participants to get out of the head space of being a 'supplier' and get into the head space of being a customer of your business.

The workshop is designed on the premise, that until one actively travels down the road of being a customer of our business, we will never fully understand what the business is doing right and what is hindering an exceptional customer experience.

CUSTOMER JOURNEY MAPPING WORKSHOP

4 Hour interactive 'Customer Journey Mapping Workshop'

The workshop begins with a one hour keynote speech by Lynn Baker entitled 'Beyond Customer Service to Driving Customer Experience'. The presentation outlines the difference between 'customer service' and 'customer experience' and then highlights the 6 key demands of today's tech savvy and sophisticated customers. During this fast faced and fascinating presentation, Lynn highlights examples of how global companies such as Amazon, AirBnb and others are focusing on driving a better customer experience in order to increase new sales, promote customer loyalty.

After the presentation, participants are broken into groups and asked to identify customer personas. They will then map out the journey of the customer and identify improvements that require management intervention. This will include; 3 quick fixes that would improve experience immediately, as well as a list of allocated tasks.

Workshop fee

R35,000 + Vat in South Africa

Includes one hour keynote speech

R40,000 Outside South Africa

Max number of delegates = 100

A1 poster size 'Customer Journey Maps' for interactive session

****Fee Excludes facilitator travel, accommodation, venue hire, catering & technical**

CUSTOMER JOURNEY MAPPING - MYSTERY SHOPPING OPTION

Mystery Shopping prior to Customer Journey Mapping workshop.

Using state of the art technology, Lynn Baker and her team carry out 'Mystery Shopping' exercises at customer branches, retail outlets or operations. Real time customer interactions are filmed on high tech spy glasses, which have an HD camera and audio facility. The footage of the customers actual experience and interaction is then analysed and played back during the 'Customer Journey Mapping' interventions.

'Mystery Shopping' is an ideal way for Management and head office staff to establish exactly what level of service customers are being offered when they are not in attendance at company stores or branches.

It must be reiterated however, that Mystery Shopping exercises are not designed to catch employees out, they are merely designed to offer a true reflection of the current customer journey.

Mystery Shopping

Includes mystery shopper visiting one Johannesburg based branch / outlet

Video editing

Professional feedback included in Journey Mapping workshop presentation

R7,500 + Vat

customer experience

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