

Practical steps to succeed in improving your customer experience and shape your customer journey in line with modern expectations.

# The Power of Emotion

If customer satisfaction is key to the success of your business, you will recognize these challenges and subsequent need for best practice in customer engagement:

“We have an omni-channel environment with many touchpoints. Our customers need to have a simple, consistent and enjoyable time every time they interact with us.”

“We need to undergo change throughout our organization in order to truly succeed in our customer oriented marketplace. Changing our business processes is not enough; we need to look at our culture, strategy and more.”

“We need to support best practice with innovative and forward thinking technologies that will adapt with customer expectations. We are looking for a toolkit of integrated tech that will improve our processes seamlessly.”

## Customer Experience methodology



# What's involved in a typical 2-day Customer Experience Workshop?

## Day 1

- Introduction
- Brand Values Do's & Don'ts
- Persona empathy map
- Stages
- Interactions & touchpoints

### Lunch break

- Interactions & touchpoints
- Positives & Pain Points
- Recap / Q&A

## Day 2

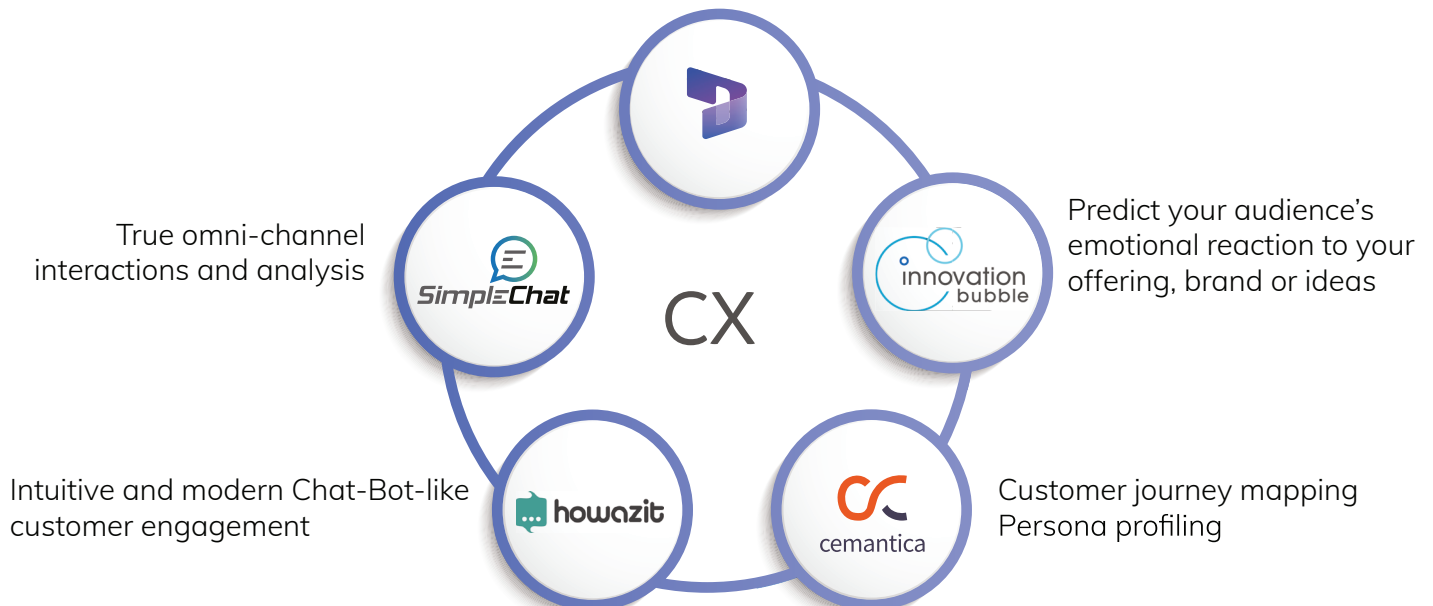
- Introduction
- Preferred channels, moments of truth, persona sentiment
- Custom swim lanes
- Backstage swim lanes

### Lunch break

- Opportunities
- Action items
- Next Steps & Photo finish

## Innovative technologies support Customer Experience best practice.

Multi-channel campaign management, lead nurturing, event management and marketing reporting with Microsoft Dynamics 365



Speak to Prodware about starting your own customer experience journey, harnessing digital transformation to support your customer-centric strategies.



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