

CX FOR REAL PEOPLE

IN COMPANY
TRAINING FOR
ORGANIZATIONS
AIMING TO
REGULATE GROWING
PAINS

All of your customers are partner in your mission.

SHEP HYKEN

A FOUR DAY PROGRAM TO HELP YOUR TEAM TO THE
TOOLS AND KNOWLEDGE TO SCALE UP IN A CUSTOMER
CENTRIC AND SUSTAINABLE WAY.

WHY?

WIIFM

This Incompany training enables you and your team to scale up in a customer-centric and sustainable way.

FOCUS

This training teaches you to create focus by putting your ideal customer in the centre. Your ideal customer is the loyal one, the customer who spends more, comes back and spreads the word about your company in a positive way.

EFFICIENCY

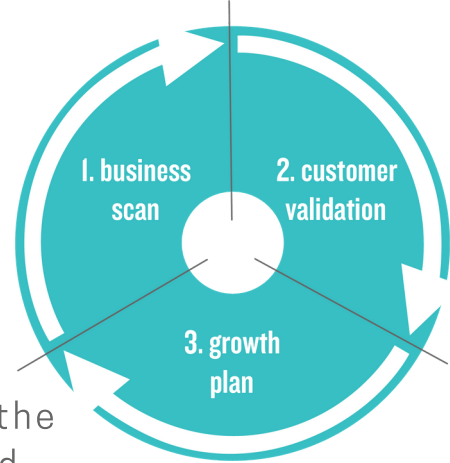
Matching your internal processes to your ideal customer's journey enables you and your team to work more efficiently.

CO-CREATION

Learning about your customer together with colleagues inspires the team spirit.

Learning and working in a team will help your team to be a team, to cooperate, co-create and empathize with customers and colleagues.

PROGRAM



KICKOFF BUSINESS SCAN & GOALSETTING

Meet the team & kick off the program. Setting goals and defining challenges.

SESSION # 1 YOUR IDEAL CUSTOMER

Creating a profile of your ideal customer and their expectations. Visualizing DMU and buyer persona's.



SESSION # 2 CUSTOMER JOURNEY MAP

Co-creation of the customer journey map. Matching this to internal processes and defining painpoints.



SESSION # 3 PLAN

Agile brainstorm about improvements of the customer experience and how to manage these will result in a plan for change.



FINALE

Presentation of the plan to company.

INCLUDING

- 4 days incompany training
- Intake & quickscan
- Location
- Tools & teaching materials



INVESTMENT

€ 5.000,- excl VAT

METHODOLOGY

TEAM

For the CX for Real People Incompany trainings to be succesful we need to work with a so-called agile team; crossfunctional, autonomous and motivated.

TIMING

It is recommended to complete the program within 3 months.

TOOLS

- Business Hustlers toolkit consists of:
- 23 plus one (brandvalues)
- Business Hustlers Canvas
- DMU/ Buyer Persona profile maps
- SWOT
- Customer Journey maps (Smapply)
- Analysis canvasses
- all team member will have access to the tools via dropbox.

LET'S CHAT!

Babs van Gisbergen

+31(0)6172468565

babs@businesshustlers.nl

Book your coffeemeeting here

