

Intensive Workshop with Phil Winters

Customer IMPACT™ Agenda[©]

Tailor your customer strategy to the way your customers make their purchase decisions!

Company internal

“An innovative approach that provided a solid base for our diverse world-wide management team to gain a common understanding of and focus on our customers.”

Senior Director, Portfolio Management | The Economist | England

About this Workshop

New communication technologies have radically changed customer behavior and expectations. Today's customers have seized control of their purchase processes and the way they interact with their suppliers, not only in BtoC (Business-to-Consumer) transactions but also in BtoB (Business-to-Business). How can your company adapt to the “new normal” and reach both existing and potential customers at every relevant point along their purchase decision journey – before another does?

This workshop will help you:

- ⇒ Visualize YOUR customers' decision cycle – and evaluate where you can have an impact
- ⇒ Determine which touchpoints are most important to your customers at each phase of the decision cycle
- ⇒ Ascertain your company's current state regarding interactions with your customers
- ⇒ Adapt and develop communication channels to your customers' needs

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Workshop Day 1 | Content

Participants are first introduced to the innovative IMPACT™ Agenda® concept and then guided through the process of discovering a customer decision cycle that applies uniquely to the organization and its particular customers.

- ⇒ Introduction to the innovative IMPACT™ Agenda® concept
- ⇒ Definition and visualization of a purchase decision cycle from the customer's perspective (for a specific customer segment or a specific product group within your company)
- ⇒ Determination of relevant touchpoints – from the customer's perspective
- ⇒ Association of the touchpoints with the various phases of the decision cycle
- ⇒ Identification of additional touchpoints that are relevant for the company because they are important to customers
- ⇒ Current status evaluation, gap analysis

Deliverables

- ⇒ An organization-specific customer decision cycle
- ⇒ Definitions and dependencies of each stage in the decision cycle
- ⇒ Major milestones that signify moving from one stage to the next
- ⇒ An accounting of touchpoints for each stage of the customer decision cycle, showing relevance to the customer segment

Workshop Day 2 | Content

On day two, a focus area is chosen from the following list, based on the immediate requirements of the participants:

- ⇒ Defining IMPACT™ priorities
- ⇒ Formulating customer acquisition goals -- BtoC and BtoB
- ⇒ Legally collecting new customer data
- ⇒ Targeted application of relevant Social Media touchpoints
- ⇒ Motivating and involving customer-facing employees
- ⇒ Optimizing and transforming customer service, including self-service
- ⇒ Prioritizing opportunities in mobile business *from the customer's point of view*
- ⇒ Creating new Customer Intelligence (including Big Data)
- ⇒ Measuring customer satisfaction and enthusiasm

Deliverables

- ⇒ A specific set of IMPACT™ touchpoint strategy alternatives...
- ⇒ ...in a matrix illustrating relative benefits and execution difficulty
- ⇒ ...together with their dependencies and a relative execution timeline
- ⇒ Best practices for use internally when explaining and further developing alternatives

Information

This workshop is **led by Phil Winters**, Data Whisperer and Customer Perspective Champion.

A pioneer in developing approaches to help organizations raise customer value and increase loyalty by delivering outstanding customer experience, **Phil Winters** is known internationally as *The Father of Customer Intelligence*.

Phil draws on 30+ years' experience working with some 300 companies world-wide defining customer strategies to grow their businesses. He is an independent management consultant, keynote lecturer, workshop leader and Strategic Advisor to Peppers & Rogers Group.



Content

Following the above guidelines, the workshop content is discussed with you in advance and tailored to your particular company needs.

Workshop Schedule

In general, the workshop is divided into three parts: two full days in a group setting plus individual interviews with e.g. division heads, group leaders or department managers who are responsible for the selected topics.

We recommend scheduling the two workshop days separately with approximately two to three weeks between them. The individual interviews are generally conducted during this intervening time.

Target Group

Tailored for persons directly involved in setting and executing customer (sales/marketing) strategy, including C-level and mid-management marketers, CRM specialists, Social Media specialists, directors of call- or customer service centers, business development managers. **Maximum group size 12 persons.**

Dates and Location

Workshop dates and location are determined collaboratively with you.

To learn more about the workshop and how you can align *your* organization's customer strategy around *your* customers' decision processes, please contact me via phone or e-mail. I would be delighted to answer any questions you might have and to prepare an individual offer for your company.

Phil Winters

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