

# LIVE IN BANGKOK!!

23 MAY 2018 / 09:00 - 16:30 HRS.



MOVE FORWARD to  
**CX ECONOMY**

The World's Best CX Speaker  
The best-selling business author, facilitator and speaker.

**DON PEPPERS**

## THE FUTURE OF THE CUSTOMER EXPERIENCE:

*WHERE TECHNOLOGY MEETS HUMANITY*

Faced with increasingly empowered customers and disruptive technological progress, businesses are finding it competitively essential to improve the quality and efficiency of their customer experience. But while automation and computerization are important for reducing friction and streamlining any modern business, technology by itself is not enough. In addition to more capable information technologies, delivering a good customer experience will require adopting more customer-centric mindsets, processes, metrics, and cultural norms within the company. And good leadership is indispensable.

This workshop is designed to help middle- and senior-level executives understand how to design, deliver, and manage the customer experience of the future, along with the costs and challenges that this will entail. Participants will come out with practical and impactful key take-away to apply in business and become a leader in CX economy.

### WORKSHOP TIMETABLE

08:30 - 09:00	Registration
09:00 - 10:30	Session 1- Treating Different Customers Differently
10:30 - 10:45	Morning break
10:45 - 12:00	Session 2- Delivering a Frictionless Customer Experience
12:00 - 13:00	Lunch Break
13:00 - 14:45	Session 3- Optimizing by Customer: Building the Business Case
14:45 - 15:00	Afternoon Break
15:00 - 16:30	Session 4- Leadership's Role: Preparing the Way for CX Excellence Wrap up and Q&A

*\*Timing may be adjusted in the workshop*

Language: English (Simultaneous translation headset is available with fee)

# 1 DAY WORKSHOP PROGRAM LAYOUT

## SESSION 1- TREATING DIFFERENT CUSTOMERS DIFFERENTLY

Technology now enables a business to provide different customer experiences for different customers, one customer at a time. “Treating different customers differently” may be the shortest possible description of the revolution that has changed the dimension of business competition.

- Two dimensions of competition – product-centric and customer-centric
  - Customer loyalty: behavioral loyalty vs. attitudinal loyalty
- Loyalty programs: How to use them, and five “best practices”
- Differentiating customers by their value and by their needs
- Customer relationships and the I-D-I-C model
  - Benefiting from the mechanics of a “Learning Relationship”
- Exercise: Creating a Learning Relationship

## SESSION 2- DELIVERING A FRICTIONLESS CUSTOMER EXPERIENCE

Every time a customer is well-served by Amazon, or Google, or Apple, their expectations go up. But before any attempt to “surprise and delight” a customer, the customer’s experience must be absolutely as frictionless as possible.

- The four components of a frictionless experience: reliability, value, relevance, and trustability
- Product competence and customer competence
- “CX duality” and the twin benefits of a frictionless experience
- Trustability (or proactive trustworthiness) as a competitive advantage
  - Good intentions vs. competence
  - Product competence and customer competence
- Five ways to improve a company’s trustability, and a few shortcuts for signaling it
- Exercise: Improving trustability

## SESSION 3- OPTIMIZING BY CUSTOMER: BUILDING THE BUSINESS CASE

The business objective behind focusing on the quality of the customer experience is to create as much value from every customer as possible, over as long a period as possible. But creating genuine enterprise value from customers is a constant balancing act – an optimization problem.

- Differentiating customers by their value
- Defining and understanding customer lifetime value (LTV)
- Understanding the “Return on Customer” metric and calculating it
  - How to assess the value of a customer you don’t yet have
  - When is ROC a more useful metric of success than ROI (and when is it not)?
  - Understanding customer equity, enterprise value, and total shareholder return
- How to be a “value creator” rather than a “value harvester”
- Why maximizing Return on Customer requires earning customers’ trust
- Exercise: Managing in the face of customer scarcity

## SESSION 4- LEADERSHIP’S ROLE: PREPARING THE WAY FOR CX EXCELLENCE

Becoming more customer-centric is hard work, and the majority of CX initiatives fail to live up to business leaders’ expectations. For all the reasons, it is critical to the success of any CX initiative that a company’s leadership team be fully engaged and supportive of it.

- Capabilities required for delivering the best possible customer experience
- Alignment pitfalls and how to correct them
- The overriding importance of a customer-centric corporate culture, and how to build and encourage it
- Six leadership behaviors related to deliver an excellent customer experience
- Exercise: Identifying and correcting misalignments

Don has produced a legacy of international best-sellers that collectively sold well over a million copies in 18 languages.

