

AbilityMatrix®

Customer Experience Workshop



2017

General Information

Customer Experience (CX) has quickly become the most important aspect in the business world. This is where you create the value, build loyalty, engage customers and get ahead of competition. Customer experience is the new secret sauce.

Companies who not only improve but design the experience find higher ROI in any business setting. Great CX cannot be copied and is a competitive advantage.

Expectations and Goals

You will learn the basics of CX and build an understanding of the concepts. You will know what's good for your business and not just follow myths and best practice blindly.

This workshop will show you how to measure, listen to and understand your customers, their needs and beliefs with the help of cutting edge technology.

You will also learn how to design the experience for their needs.

Course Materials

Yourself, we will provide presentation, workbook, CX

Number of Participants

20 to 25 max



Workshop Duration

Two days: first day is basics; second day is field practice and we design for a small pilot project a desired customer experience

Workshop Schedule

Day 1

- Basics of Customer Experience
- Basics of Human Centric Design: Customer Journey, Design Thinking, Service Design, Design Strategy
- Brain Research & Basics of Neuromarketing,
- Customer Decision Models and Personas
- Behavioral Economics

Day 2

- Field work to put the we learned into practice
- Discussions of field experience
- Creating a CX plan to each groups's problem, designing components to generate the desired CX outcome

Instructor Information

Instructor(s)
Office Location

Ákos Tolnai

Email

tolnai@abilitymatrix.com

Instructor's Biography

Ákos graduated at Obuda Technical University in Computer Science and Information Technology then at Corvinus University of Budapest in Sales. He has certifications in Gamification, Social Psychology...

This year he became a Certified Customer Experience Professional (CCXP), the first one in this region.

worked with Vodafone, Deutsche Telekom Group, multiple startups, and he also worked with Bexei, one of the top 30 artisan watch-maker brands.

To learn more about Ákos and his experiences visit his LinkedIn page: <https://www.linkedin.com/in/akostolnai/> and AbilityMatrix's website: <http://abilitymatrix.com>

