

customer experience (CX) masterclass

A two-day learning experience on how to...
innovate faster and better, reduce cost of sale,
attract the right customers and retain them for longer

Led by Loaay Ahmed (MDes)
strategic business therapist, **knightscapital**

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Tribe, City Tower, Ahmad Al Jaber Street, Kuwait

In strategic partnership with



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We are living in the experience economy. CX is the last frontier for differentiation and competitive advantage

designed with and for senior management in Kuwait's market in mind

Overview

This two-day masterclass is designed purely to help companies learn how to truly differentiate themselves and grow their profit using lean innovation mindset and approaches.

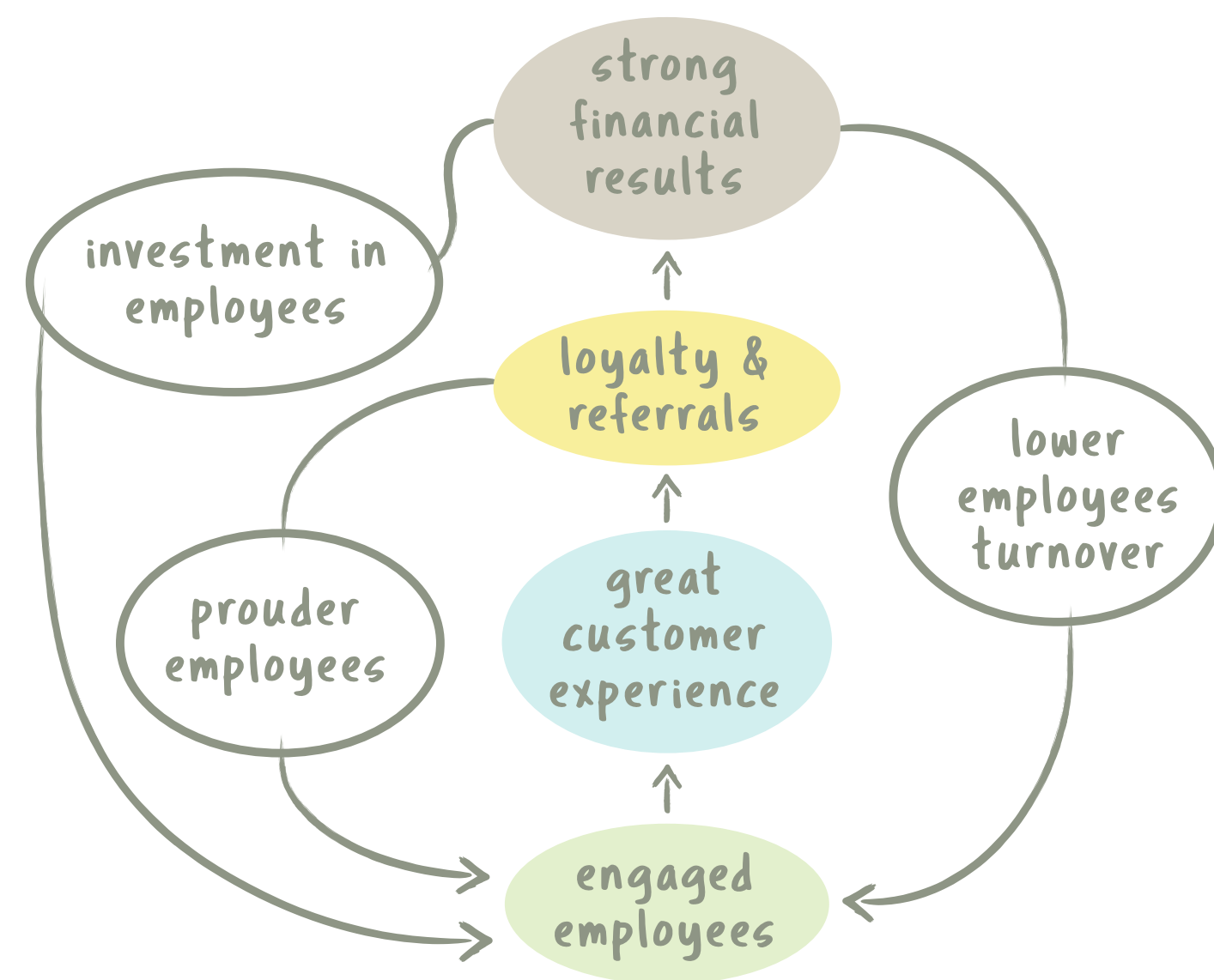
You and your team will learn how your business can attract the right customers, generate organic word-of-mouth, innovate and set it on a sustainable growth course by mapping out a smart Customer Experience (CX) strategy.

Design approach

The content is structured around an exercise that immerses participants in the perspective of the customer and to understand the journey, friction, thoughts, needs, and emotions that customers go through. The exercise switches then towards the business itself and guides the participants on how to explore the opportunities spotted from the earlier insights and discoveries.

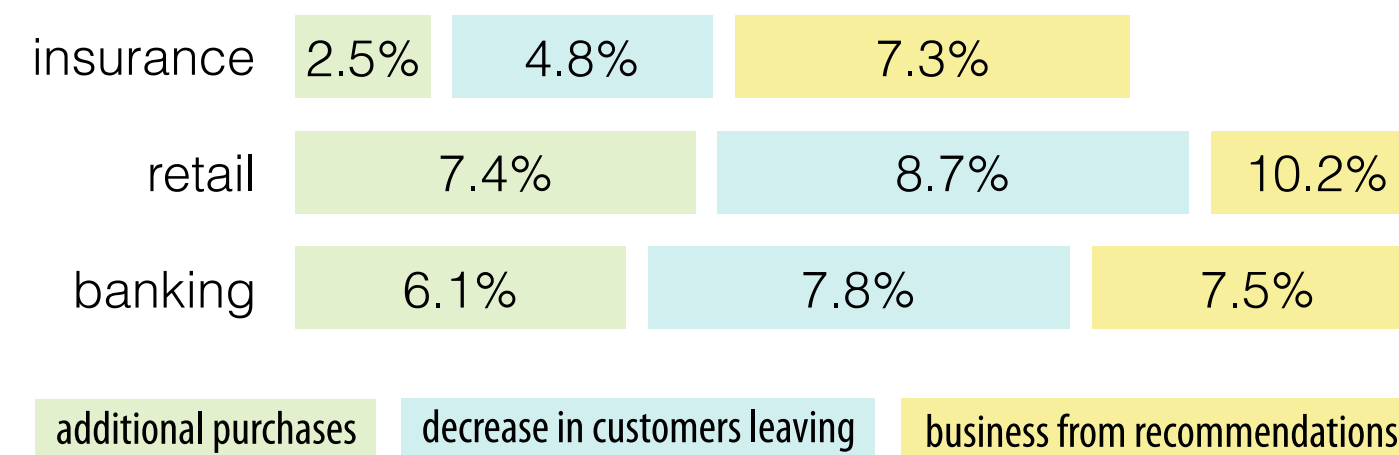
This is learning by doing at its best.

So why does Customer Experience matter?



first reason is because experiences influence the attitudes that drive behaviours that deliver results (see the diagram above)

Second reason is because research shows any modest improvement in the customer experience can result in an additional compound revenue increase between 14-38% (see examples in the chart above)



source: TG Q1 2012 global consumer benchmark survey

Important. What will happen if you do not improve your customer experience?

Some organisations fall into the trap of thinking that not learning about Customer Experience can be avoided to save time for other priorities. In consequence, the services are not strategically clearly defined, employees and customers are not receiving meaningful and beneficial experiences, achieving goals and targets gets harder and harder, and more importantly, customers stop to see the value and fit in giving you their business and they start looking elsewhere. Eventually, it becomes extremely hectic for everyone involved. **Gloomy view? Sure. Critical and accurate? You bet.**

CX masterclass: misconception and expectations

Objective

Contrary to the misconception, Customer Experience (CX) is not about CRM software, pampering your customers and showering them with freebies and discounts, or going digital. knightscapital and the organisers do not have a platform for you to buy or a loyalty programme to subscribe to.

This masterclass is designed purely to help companies learn how to truly differentiate themselves and grow their profit using lean innovation mindsets and approaches.

A hands on, rich, unforgettable, and 100% practical learning experience, guaranteed.

- Learn by doing (no theoretical nonsense)
- Peer collaborations (working together)
- Q&A, tools and group exercises
- Certificate of attendance
- Networking opportunities with other attendees
- Safe space to learn, question, and reflect
- Lots of food, drinks and snacks all day
- Many breaks throughout the day to manage work*

On Day 1 (9 AM - 5 PM): CX in context, frameworks, exercises, and tasks

On Day 2 (9 AM - 1 PM): Tools, Q&A, reflections, analysis, and networking

** including two short breaks and a 45-minute lunch break*

CX masterclass: topics and key learnings

Key learnings

1. *Clear understanding of what CX is and is not*
2. *Learning the difference between journey maps and CX*
3. *Identifying the relationship between CX and Service Design and Innovation*
4. *Recognising the full 15 components of CX maps (before, during and after)*
5. *Exploring how to read and analyse CX maps*
6. *Identifying problem areas and innovation opportunities*

Topics: here's what the attendees will learn

Day 1


- The real goal of building great CX (not retention; not loyalty)
- Misconceptions and myth busting
- What is the clearest definition of Customer Experience (CX)?
- CX Elements and levels
- Significant obstacles to organisations' CX efforts
- How CX can help you increase profit and cut cost
- CX mapping group exercise (a visit to preselected café with an assignment brief)

CX masterclass: notes on the cafés visit exercise

UNDERSTANDING THE CUSTOMER

NEED

WHO IS YOUR KEY CUSTOMER?



Thomas

22 years old

University Student

"My budget is fairly limited. So I'm constantly looking for the lowest price option to get my coffee and sit in for a while to catch up on my assignments"

"Café Nero is around the corner from uni and it has good offers that help me save money"

WHAT ARE THEIR NEEDS?

MAPPING THE CUSTOMER EXPERIENCE

RESEARCHSELECT

ACTIONS

FRICION

THOUGHTS

QUESTIONS

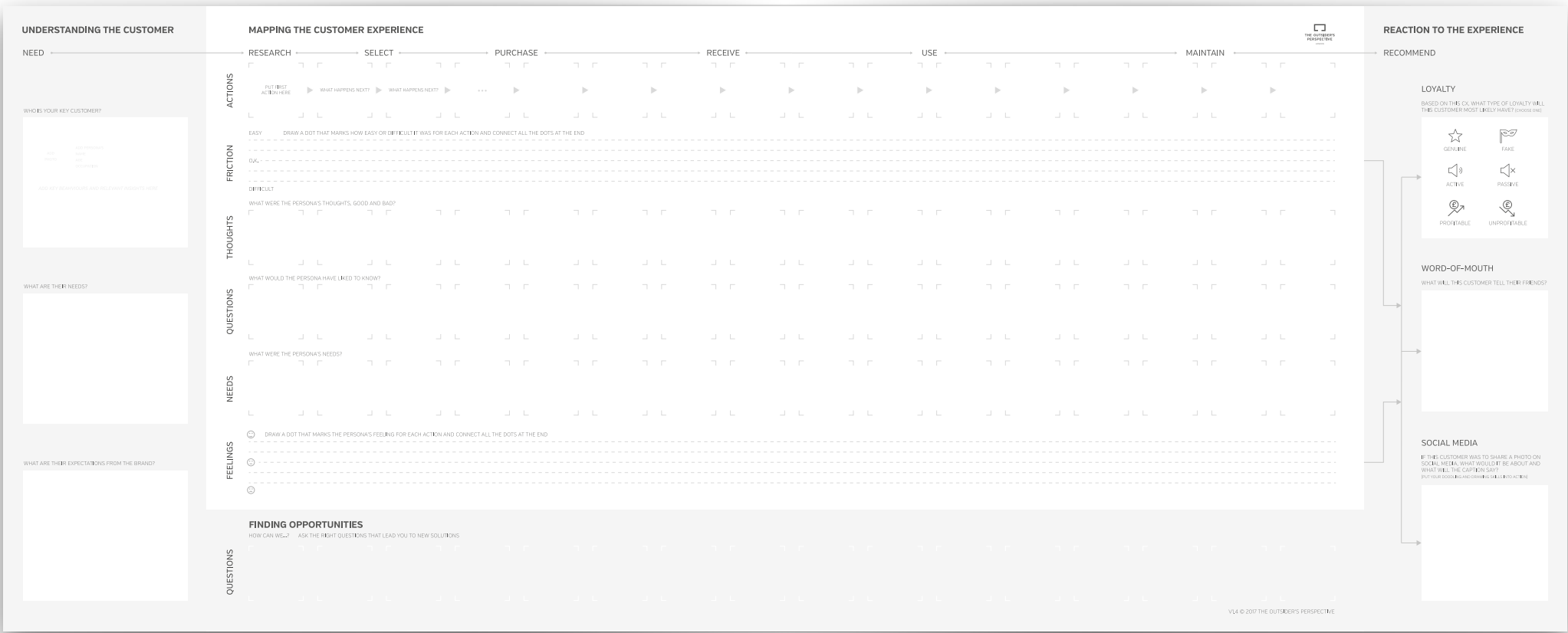
What is the exercise about and why is it important?

This cafés visit exercise is designed on experiential learning and learning by doing design principles. The purpose is to put the attendees in an immersive experience to better understand customers. This is achieved by giving each group (4 or 5 attendees) a scripted brief of a persona of a customer (*see example on the left from the knightscapital B2C CX masterclass in London*) revealing insights about his/her needs, thoughts, and expectations. The group members are given different assignments within the visit: one person to act as the customer according to their persona brief, one to check the café setup and how it fits with the needs of their group's customer, one to monitor the quality of interaction between the customer and staff, one to monitor the behaviours of other customers, and one to be a time keeper and general observer.

Each group member is given money to purchase a drink of their choice to experience buying from that café and to then to head back to the masterclass for debriefing using the CX map large poster provided to them so they can analyse 15 different CX components (*see next page*).

The video link in Page 15 shows highlights of the interactions.

CX masterclass: notes on the cafés visit exercise



knights capital B2C Customer Experience mapping tool
(200 cm x 80 cm poster)

IMPORTANT. The goal of the exercise is not to turn the attendees into CX mapping experts. This is a guided learning opportunity for them to explore what CX maps include, what they need to consider when analysing their own businesses, and to better understand their customers.

What will happen after the cafés visit and what are the quality control measures?

Upon the groups return, they are asked to fill in the CX mapping tool and to analyse the experience they just had from the perspective of the customer persona given to them prior to the cafés visit.

Quality control measures

There are several measures to ensure the attendees maximise their benefit from this exercise. Here are five measures to keep in mind:

1. Loay Ahmed is an experienced facilitator (see Pages 11-13). He designed this content himself; not just delivering it.
2. The exercise gives each person in the groups a specific role to play during the cafés visit. Attendees of such a masterclass can focus on only one task.
3. Full explanation of the task post the cafés visit is given to the attendees *prior* to their visit. By knowing the purpose they know what to focus on.
4. Post the cafés visit the groups will be guided on each section of the CX mapping tool (see figure on the left) with full description and guidance.
5. The facilitator will roam between groups to ensure data is extracted properly from their own observations and filled in correctly in the relevant places.

CX masterclass: topics and key learnings

Key learnings

1. *Turning CX insights into benefits for the business*
2. *Using the Business Opportunity Diagnostic Framework to validate your innovation initiatives*
3. *Evaluating the types of innovation generated using the Kano Model*
4. *Understanding how brands design strong CX and continue to innovate*
5. *Exploring various tools for designing internal meetings that foster innovation*

Topics: here's what the attendees will learn

Day 2

- Groups presentations (from *Day 1* exercises)
- How you can measure impact, success and ROI
- Employees engagement and CX
- Great CX examples
- Tools and processes: How can you start the CX conversation and implementation internally within your business?
- Q&A, reflections, and analysis
- Networking

**“Knowledge is not
power. Applied
knowledge is.”**

— *Loaay Ahmed*

Top seven gains (key outcomes)

1. Increase word of mouth
2. Reduce cost of sale
3. Attract the right customers
4. Have less focus on price
5. Measure critical innovation progress
6. Reduce employee turnover
7. Become an employer of choice

CX masterclass: candidate criteria

Who should NOT attend?

- *This masterclass is not for those who are content to do things the way they always have.*
- *This masterclass is not for those who do not have an open mind or want to learn the latest ideas that have been tested with spectacular results.*

This masterclass is for directors, CEOs, entrepreneurs, strategy teams, marketing teams, customer service teams, and anyone interested in learning how to innovate in their B2C business through focusing on customers

4 strong reasons why CEOs and C level directors in particular should attend

- 1.** CX is not the sole responsibility of Marketing responsibility to plan. It is a company-wide mindset and way of work; it is a shared responsibility that starts from the top.
- 2.** Even if one department takes the lead in execution, the C level executives need to have a shared understanding of the 'why'.
- 3.** The C level will find it difficult to participate in any internal programmes if they do not understand and lead the process.
- 4.** We are living in the age of Experience Economy (B. J. Pine II and J. H, Gilmore). If you do not understand what it is, you can not build it, improve it, manage it or compete.

This masterclass is led by
Loaay Ahmed, an
entrepreneur, academic,
and strategic business
therapist with 24 years of
practical experience in
Kuwait and in London,
who knows how to
enable smart businesses
to innovate, create
services, improve
processes, and transform
customer experiences



CX masterclass facilitator

you've attended many masterclasses before, but when led by Loaay Ahmed it is a different learning experience

What makes surgeons different from one another?

After all, more or less, they use the same equipment, operating theatres and processes. Yet, there's always one that stands a cut above the rest. Yes, experience counts, but it is how they see things differently. They can spot gaps and opportunities that others don't see. They intuitively know which tools and approaches to use for the situation they are in. This is a natural talent. It cannot be mastered. One either has it or does not.

Loaay has been in business since 1995. He has guided driven CEOs, directors and entrepreneurs on developing brands, services and experiences that has shaped their future growth. He has assisted and trained senior management teams in brands such as Volvo, Tesco, Kuwait Finance House, NBK, Ooredoo (Wataniya Telecom), Higher Institute of Dramatic Arts, Life Sciences Academy, Salesforce UK and many others. Loaay has been an advance member of the Institute of Directors in the United Kingdom since 2005. In 2006, he was the recipient of the gold award in brand development from the internationally-judged KREA Awards in Kuwait.

Loaay teaches approaches to business innovation at the MDes postgraduate programme at Ravensbourne University in London. He holds a masters degree (MDes) in Service Design Innovation from the same university. His empirical research on B2B Service Design has led him to develop a framework that enhances the B2B innovation process for SMEs.

He has the DNA of an entrepreneur. He started, managed and sold companies. He succeeded and failed. He's been there inside and out. The closest way to describe his talent would be his ability to see both what's visible and invisible within the organisation. His mind is naturally constantly zooming in and zooming out. As a strategic business therapist, Loaay has been involved with many industries over the last two decades.

Loaay has a keen focus on defining the right problem. His approach is collaborative and centred around everyone involved. His holistic interactions have a sense of craftsmanship to it because they are always tailored to each company for their own specific needs. All the strategic assignments are handled by Loaay directly. There's a great sense of responsibility, pride and intense passion to help companies learn and change perspectives.

This is simply incomparable to traditional facilitators.

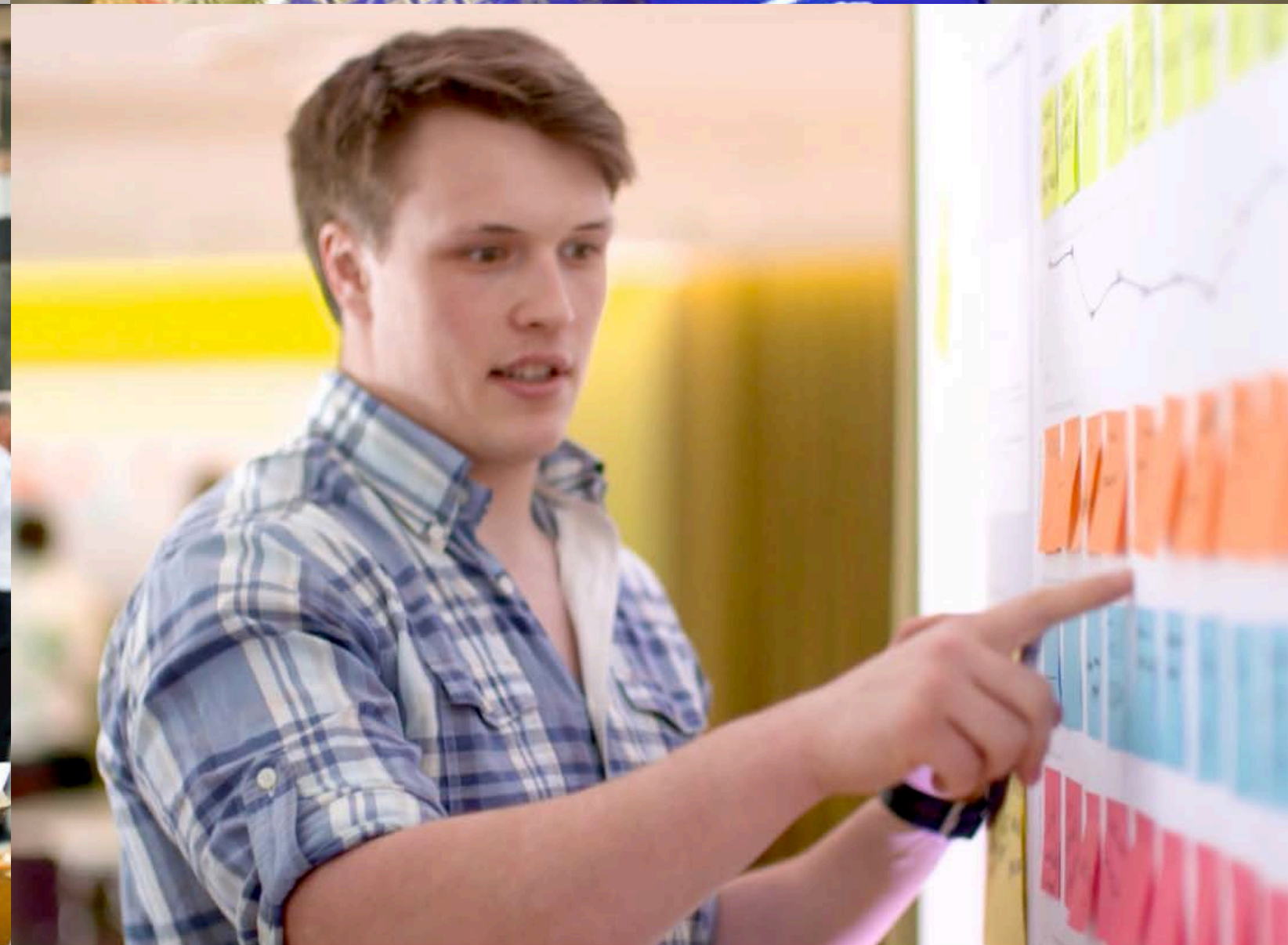
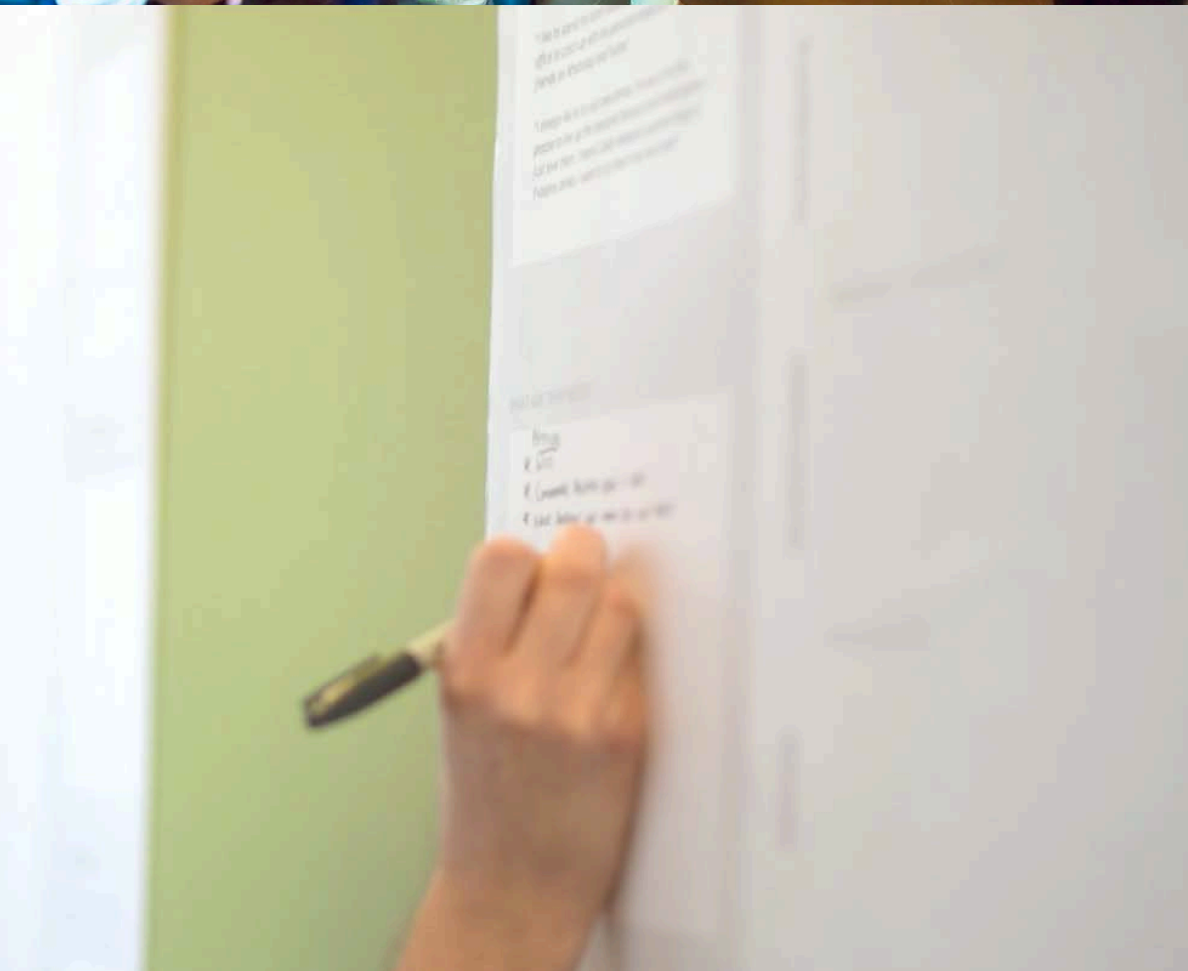


CX masterclass facilitator

Here are some of the brands Loaay Ahmed worked with and/or trained their management teams over the years



◀ Local ▲ Regional/International



**watch our London CX
masterclass highlights**

our promise
all practical
all relevant
all learning by doing
no theoretical nonsense

link note

*If you're reviewing this PDF on your mobile device,
copy the following link and paste in your browser
to view the video as some mobile systems are still
working on making this feature active. Thank you*
<https://vimeo.com/320828600>



CX masterclass registration

3 simple steps

If you are reviewing this PDF on a mobile device, copy this link to register <https://topkc.typeform.com/to/SYFbb2>

1. Register online ([click here](#))
2. Receive the payment link (next working day)*
3. Make the payment and you're all set

* Why not pay online straight away?

To give you the most suitable kind of value for your money, we offer two different corporate (KD450) and startup (KD325) rates**. So we will review your form and send you the relevant payment link.

**** The Early Bird rates above are valid only up to December 31, 2019. From January 2020, the rates become KD500 for corporates and KD350 for startups.**

Why two rates?

We want startups to build their journey on strong foundations and we know how cashflow-sensitive they are at the early stages. So we are offering a reduced rate to support their entrepreneurial adventure.

It won't be fair to other corporate attendees if one cheeky corporate manager decided to register as a startup and pay accordingly.

Note: The registration process is managed by Meran Training and Consulting

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