



التقديم والشرح باللغة العربية  
المحتوى على الشاشة باللغة الإنجليزية



## Customer Experience Masterclass

A five-day masterclass for those who want to innovate faster and better, reduce cost of sale, attract the right customers and retain them for longer

**June 6 - 10, 2021**

**Online**, live from London, UK



*Masterclass designed and  
facilitated by knightcapital*



*In strategic partnership with*



مران للتدريب والاستشارات  
Meran Training and Consulting

## Overview

**You and your fellow attendees 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 designing a smart CX strategy.**

Contrary to the misconception, Customer Experience (CX) is not about CRM software, pampering your customers and showering them with freebies and discounts, or about going digital for the sake of it. This hands-on five-day online masterclass is designed purely to help companies learn how to truly differentiate themselves and grow their profit using lean innovation mindsets and approaches.

*Is this content relevant during this COVID-19 crisis? YES, you will see how essential CX to customers and businesses in these critical times.*

## Design Approach and Delivery Method

The content is structured around a number of exercises that immerse participants in the perspective of customers and to understand the journey, friction, thoughts, needs, and emotions that customers go through. The exercises also switch towards the business itself and guides the participants on how to explore the opportunities spotted from the earlier insights and discoveries.

There will be a great amount of practical and highly beneficial tools, templates, forms, tips, and methods to take back with you and apply them immediately at work.

## Who is this for?

This masterclass is for strategy teams, marketing teams, customer experience teams, and anyone in a managerial position interested in learning how to innovate in their B2C business through focusing on customers.

# 16 Key Learnings

1. Clear understanding of what CX is and is not
2. Identifying the relationship between CX and Service Design and Innovation
3. Recognising the full 15 components of CX maps (*before, during and after*)
4. Exploring how to read and analyse CX maps
5. Identifying problem areas and innovation opportunities
6. Turning CX insights into benefits for the business
7. Using the Business Opportunity Diagnostic Framework to validate your innovation initiatives
8. Learning the difference between journey maps & CX
9. Evaluating the types of innovation generated using the Kano Model
10. Understanding the role employees play in shaping the customer experience
11. Designing more meaningful and productive employees working experiences
12. Evaluating the types of innovation generated using the Kano Model
13. Understanding how brands design strong CX and continue to innovate
14. Exploring various tools for designing internal meetings that foster innovation
15. Learning from the performances, fortunes and misfortunes of other businesses
16. Rapid prototyping for faster and better innovation

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

## Top 9 Benefits *(Key Outcomes)*

1. Reduce cost of sale
2. Innovate faster and better
3. Attract the right customers
4. Retain customers for longer
5. Increase word of mouth
6. Have less focus on price by customers
7. Measure innovation initiatives and progress
8. Reduce employee turnover
9. Become an employer of choice

## What to Expect

This programme is all about learning by doing. Expect a hands-on, rich, unforgettable and 100% practical learning experience with individual and group games, exercises and participant presentations. Knowledge of using platforms such as Zoom, and Google G Suite is recommended, but not mandatory.

## Meet Your Trainer

***You've attended many masterclasses and workshops 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. In addition to experience, it is how they see things differently that matters. They can spot gaps and opportunities that others don't see. They intuitively know which tools and approaches to use for the situation they're in. This is a natural talent. It cannot be mastered. One either has it or does not. Loaay has it.



**Loaay Ahmed (MDes)** is a strategic business therapist and founder of two innovation firms, knightscapital in Kuwait and The Outsider's Perspective in the UK, where he is based. As an academic, he teaches postgraduates approaches to Business Innovation at Ravensbourne University London.

Since 1995, Loaay has assisted, trained and guided a wide range of driven CEOs, directors and entrepreneurs. His focus is on strategic brand building and innovation in Service Design and Customer Experience.

## Here's what they said

In June 2020, we delivered this CX masterclass online for the Kuwaiti market.

Here's how the attendees describe their online learning experience.



Zoom in to read the details



Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

# LEARNING BY DOING

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Abdullah Al-Jarrah

Ab

## Everything you need for a better experience

**Dates.** The masterclass is for five days, June 6 - 10, 2021.

**Duration.** 11 AM - 3 PM Arabia Standard Time. We will start and finish on time. **IMPORTANT:** Free 30 minutes on the evening before Day 1 for a quick social introductions and tech check. We will communicate all details ahead of time.

**Language.** Explanation will be in Arabic by the facilitator. Content on screen and handout will be in English.

**Location.** Online, live from London, UK, to your location wherever you are.

**Environment.** For maximum benefit, use a desktop or a laptop to connect. Avoid connecting from a mobile phone or tablets. If using a laptop, keep it connected to electricity.

**Platforms.** We will be using Zoom\* and Google G Suite. Knowledge of such platforms is recommended but not mandatory.

**Catching up with work.** 10-minute breaks are scheduled. Set your phone on silent, close your emails and focus.

**Note-taking.** Paper is recommended. Typing on your computer can be noisy to your fellow participants.

*Recording of all formats is not allowed.*

Activate the 'Do Not Disturb' feature on your computer, if you have one, as soon as you log in. For clearer visual communication, use computer video camera so we all can see each other.

Sit in a comfortable and quiet location and ask people around you not to interrupt you during training hours.

**Food and drinks.** Keep some drinks and light snacks next to you to avoid missing some content.

**Certificate of completion.** You will receive yours upon completion of the programme. *Full on-time attendance, participation, and turning the video on throughout the programme are key requirement to qualify for completion.*

**What to wear.** Wear whatever you want. We want you to be comfortable. That said, please be aware that **we will be recording and taking photographs** for documenting highlights from the programme and the content may be used in future promotional activities. Your attendance means you accept this activity.

\* Please download Zoom to the device you will connect from (<https://zoom.us/download>).

## Registration and Contact Details

### Register now

The masterclass is limited to 20 participants.

The price is £725 (KD299, AED3,700, QAR3,700) per person.

Click on <https://topkc.typeform.com/to/g42xqh1m> to register.

### Contact information

Mohammad Alkhulaifi, CEO, Meran Training

**Email** [m.alkhulaifi@meran.com.kw](mailto:m.alkhulaifi@meran.com.kw)

**Mobile** +965 99 292 632