

## 1-Day Immersion Program

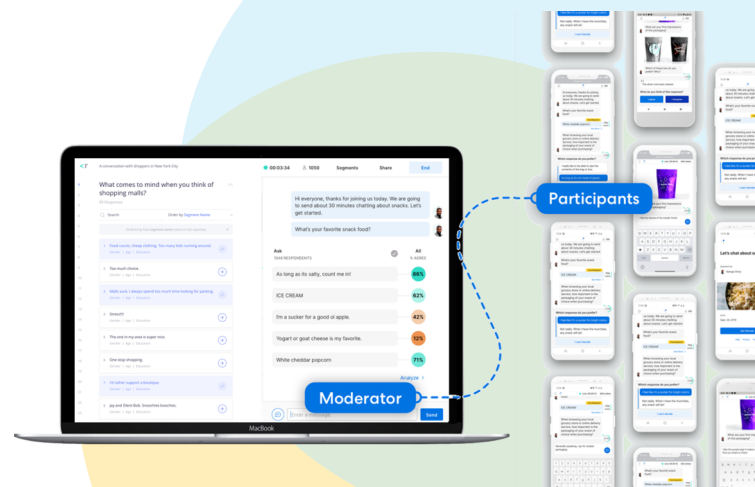
## The Digital-First Customer Experience

This 8-hour program immerses participants in an experience exploring the challenges and opportunities for delivering a digital-first customer experience. Highlights include:

- Case studies of digital-first leaders including Spotify, Nike, CEMEX, Amazon and others.
- Large and small group exercises to explore chronic problems and identify opportunities to delight customers based on the experience they deliver today.
- Interactive polling to benchmark where the organization stands against a set of best-practices from Joe Wheeler's new book: *The Digital-First Customer Experience*.

## Outcomes

- Identification of potential opportunities to design a more powerful, digitally-enabled customer experience.
- A set of key priorities for taking action after the program.
- Time-based accountabilities for reporting back next step actions to the group.
- All data collected during the program is summarized and provided in the form of a report to inform and guide post-program activities.



An AI-based focus group activity can be added to provide a platform for real-time insight and priority setting regardless of group size. Contact us for set-up and pricing details.

