



CUSTOMER EXPERIENCE MASTERCLASS

A 20-hours masterclass on how to increase profit, reduce cost of sale, and attract [and retain] the right customers

*After a great success since its first release in London in 2017, the masterclass is back again! Now online, live, for 5 half-days of learning by doing experience!
14-18 November 2022 OR 23-27 January 2023*

DESIGNED AND FACILITATED BY



**THE OUTSIDER'S
PERSPECTIVE**

LONDON

The framework helped us determine what steps to be taken

Allan Mayo, DIGITAL GREENWICH

It was a conversation rather than an input session. Very engaging!

Roman Schoeneboom, TESCO PLC

A very practical masterclass. Great way to learn how to tackle CX

Stephen Barrett, SALESFORCE UK





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.

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, CEOs, entrepreneurs, and anyone in a managerial position interested in learning how to innovate in their B2C business through focusing on customers.



15 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. Understanding how brands design strong CX and continue to innovate
13. Exploring various tools for designing internal meetings that foster innovation
14. Learning from the performances, fortunes and misfortunes of other businesses
15. 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



DAY 1

- What is the clearest definition of Customer Experience [CX]?
- The real goal of building great CX [not retention; not loyalty]
- CX Elements and levels
- Significant obstacles to organisations' CX efforts
- How CX can help you increase profit and cut cost
- Persona exercise
- Online shopping: A digital CX group exercise [with an assignment brief]
- Q&A, reflections, and analysis

DAY 2

- CX mapping group exercise
[based on the website shop visit from Day 1]
- CX exercise [Part II]: Innovating the business side based on the findings
- Tool: the 5-whys method
- Customer journey and CX
- More CX examples
- Q&A, reflections, and analysis

DAY 3

- Group findings presentation
- Research methods for better CX
- Case Study
- Better ways to understand customers
- Exercise: Creating a research plan
- Exercise: Research interviews
- Exercise reflections
- More CX examples



DAY 4

- Tool: CRE scorecard
- 10 types of innovation
- Tool: Kano Model for evaluation of innovation initiatives
- Exercise: Rapid prototyping
- Group presentation of prototypes
- Q&A, reflections, and analysis

DAY 5

- How to measure impact, success and ROI
- Tool: CXD scorecard
- Exercise: Blueprints
- Employees Experience [EX] and CX
- Most common mistakes and pitfalls
- How to start the CX conversation and implementation internally within your business
- The CX Channel [competition with major prizes]

I HAVE EXPERIENCE IN CX. SHOULD I ATTEND?

Short answer is YES, definitely!

Those who have little or no experience in CX will learn the entire process so that they have a clear understanding of how to use it, manage it and benefit from it in their work. For those who have experience in designing and managing CX strategies, it is important and highly beneficial to learn different perspectives on approaching this subject. How your instructor looks at the process, framework, order, definitions, metrics, weight of each step within the process, wordings of

definitions, and approaches to CX innovation will be different from others you learned from.

By learning from different schools of thought you get to develop a more rounded understanding that helps you to shape your own views on designing experiences. Besides, the tools you will receive during the masterclass have all been designed by Loay Ahmed (MDes, FRSA) himself. The only way to have access to them is by attending.



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 INSTRUCTOR

You've attended many masterclasses before, but when your CX innovation process is guided and facilitated by Loayy Ahmed it is a different 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. Loayy has it.*



Loayy Ahmed (MDes, FRSA) is a strategic business therapist and founder of two innovation firms, knightscapital in Kuwait and The Outsider's Perspective in the UK. As an academic, he teaches postgraduates approaches to Business Innovation at Ravensbourne University London and holds a Master of Design degree [MDes] in Service Design Innovation. Loayy is a Fellow of the Royal Society for the Encouragement of Arts, Manufactures and Commerce [FRSA] in London.

Since 1995, Loayy 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

Since June 2020, we have been delivering this CX masterclass in an online format. Here's how the attendees describe their online learning experience.



Zoom in to read the details



WATCH



In May 2017, we delivered a shorter version of the CX masterclass in London. Here's how the attendees describe their learning experience.
<https://vimeo.com/320828600>





EVERYTHING YOU NEED FOR A BETTER EXPERIENCE



DATES. You may register for 14-18 Nov. 2022 or 23-27 Jan. 2023, 9 AM - 1 PM BST, subject to availability. We will start and finish on time.



IMPORTANT: A 30-minute session will be held a week before at 4 PM for a quick tech check and a brief introduction and Q&A.



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



PLATFORMS. We will be using [Zoom](#) and [Google G Suite](#). Knowledge of such platforms is recommended but not mandatory.



ENVIRONMENT. 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.



Avoid sitting behind a window as your face will not show clearly on the screen.



NOTE-TAKING. Using paper and pen is recommended. Typing on your computer can be noisy to your fellow participants, unless your device is on mute of course.



HANDOUTS. A PDF handout summary and all the tools and forms used in the masterclass will be shared with participants by the end of the programme.



FOOD AND DRINKS. Keep some drinks and light snacks next to you to avoid missing some content.



CATCHING UP WITH WORK. Plenty of 10-minute breaks are scheduled. So Set your phone on silent, close your emails and get engaged.



WHAT TO WEAR. Wear whatever you want. We want you to be comfortable.



RECORDING. We will be video recording and taking screen captures for documenting highlights from the programme and the content may be used in future promotional activities. Your attendance means you accept this activity. *Recording of all formats is not allowed.*



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 requirements to qualify for completion.*



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

Do NOT use Zoom from your browser. You will lose important features.



ON CONNECTING. 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.



REGISTER NOW. The masterclass is limited to 20 participants. To register now and guarantee your spot visit

<https://topkc.typeform.com/cxukonline>

For participation inquiries
ask@theoutsidersperspective.com