

# Competing on Customer Experience

## A workshop

Join us on this three-day workshop | 22–24 October

BOOK YOUR PLACE

Customer expectations for a seamless and engaging customer experience have increased drastically over the past few years. The biggest challenge facing companies is keeping pace with those rising expectations in the physical and digital environments.

For executives and leaders, developing the most optimal customer experience improvement strategy is a daunting task.

It isn't about improving everything that a customer touches but improving the most important touch points that lead to the best performance and financial outcomes.

Managing the customer experience has become the most important priority for companies operating in a competitive marketplace. This program helps a wide variety of businesses develop transformative and innovative strategies to compete and win with the customer experience.

### Program topics

*Competing on Customer Experience* provides a strategic perspective at the best methods to deliver the most engaging and satisfying experience to the customer. We believe that learning by doing is most engaging and effective. In this program, you'll learn through engaging case study discussions, hands-on activities, sharing insights with a diverse cohort, and working through relevant exercises.

### Topics include:

- Inspire the customer experience 'inside the company'
- Develop customer centricity and eliminate silos
- Identify and understand important metrics to improve the customer experience
- Apply the 9-step the customer experience journey mapping technique
- Identify areas of improvement, simplification, and cost containment along the CX journey
- Understand the impact and opportunity of mobile and digital during the CX journey
- What's next? Gain knowledge about the future of CX

### Empowering CX leaders

Those who will benefit from the program include:

- Senior managers and leaders from all sectors of banking, retailing, agencies and many other industries that have a customer experience orientation
- Managers and business improvement employees responsible with customer experience improvement responsibilities
- State, area and complex managers that manage daily operations and interactions with customers

## The program is designed to provide participants with:

- Critical and comprehensive understanding of the drivers of customer experience improvement
- Comprehensive and integrated frameworks for customer experience improvement strategy and a consideration of how these translate into practice
- Frameworks and tools to develop the most engaging and satisfying customer experience

## Skills to succeed

Designed around the key factors of CX improvement and success, the program uses case-based teaching and immersive experiences to showcase the latest global trends and strategies employed by some of the world's leaders in CX. The program enables participants to understand and direct significant improvement in their companies on by:

- Understanding the latest trends, insights and best practice shaping the business and consumer arena to inspire new thinking, ideas and innovation
- Building a shared understanding through working interactively with others on a variety of different exercises, and case studies
- Exchanging insights and experiences with those from other organisations, sectors, and countries through group case analysis, class discussions, and problem solving

## By the end of the program, participants will be able to:

- Strategically analyse businesses to determine the most effective direction for customer experience improvement
- Understand how improving customer and digital experiences can drastically impact financial success of business
- Develop well-informed strategies that enable customer experience transformation

## Dynamic learning environment

Program delivery involves a mix of online and offline content, team-based discussions and ideation sessions, comprehensive case study analysis, and exercises.

## The AGSE advantage

Founded in 2001, the Australian Graduate School of Entrepreneurship (AGSE) is Australia's first dedicated entrepreneurship school. Based in the Faculty of Business and Law, the AGSE is connected to expertise in the wider university. Building on Swinburne's longstanding practice -of engaging with industry, AGSE executive education is -co-created with senior industry leadership.

In collaboration with the Customer Experience and Insight (CXI) Research Group, AGSE programs are led by highly-regarded researchers and educators who are both thought leaders and pragmatic practitioners. With a focus on real-world business challenges, AGSE's suite of executive education programs develop participants through instruction, collaboration, and peer interaction.

For more information about developing the tactics, strategies, and skills needed to thrive in today's global business environment, contact:

### Enquiries and registrations

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## Facilitators

### Ronald L. Hess

Ronald L. Hess is an Associate Professor of Marketing at the Mason School of Business at the College of William & Mary. He currently teaches Customer Experience Management and the Business-to-Business Marketing Career Acceleration Module (CAM) in the William & Mary MBA Program. He is a two-time winner of the Outstanding Professor Award at the Mason School of Business at the College of William & Mary. Professor Hess has considerable experience in consulting and executive education in the retail industry. His expertise involves managing the in-store and digital retail experience, improving customer satisfaction and improving customer profitability and customer lifetime value. He has published scholarly research in several highly reputable academic journals and authored cases on many important retailers. Hess has also taught in the Babson Strategic Retailing Program for about ten years, and has worked with many retailers in Australia, U.S., South America, Europe, and Asia.

### Sean Sands

Sean Sands is Director of the Customer Experience & Insight (CXI) Research Group and Associate Professor of Marketing at Swinburne Business School. CXI is a commercially-oriented research group which works with organisations to generate powerful insights that aid in the development of optimal customer experiences, inform innovation, and lead to actionable strategies.

Sean has delivered seminars globally on retail innovation, design thinking and customer experience strategies, Sean has assisted brands in mapping customer experiences and develop an understanding of the customer journey, expectations, needs and desires. He frequently presents at industry conferences on the future of retail and consumer behaviour. His research expertise includes strategy, service design, customer experience design, advanced research methods, new product development, pricing research, and market segmentation. He is published in European Journal of Marketing, Journal of Business Research, Journal of Retailing, and Journal of Retailing and Consumer Services, among others. Sean teaches Marketing Strategy and is a visiting Professor at EADA Business School in Barcelona, where he teaches CX Design in the MBA program.

## Workshop details

### Dates

Tuesday 22 October – Thursday 24 October 2019  
The days will run from 9am to 5pm with meals provided.

### Location

Swinburne University, AGSE Building, Hawthorn

### Cost

Early Bird (27/09/2019) AUD \$3,500 inc GST  
Full Registration AUD \$4,200 inc GST