

# Customer Strategy and Experience Design for Business.

Online Masterclass



## Background

With customer expectations continuing to rise and setting higher benchmarks, businesses are under increasing pressure to deliver more meaningful, products and services to their customers.

Businesses of all sizes need a robust customer strategy to guide the delivery of value that not only meets the needs of their customers, but also turns them into profitable advocates.

This highly practical and interactive Masterclass is designed to provide you with the tools to develop and strengthen your customer engagement capability and align it with your experience design to achieve better outcomes for your customers and your business. Relevant for both B2B and/or B2C.

Bring your specific customer context and challenges to this Masterclass and be prepared to develop a deeper understanding of your customers and engagement tactics using proven methodologies.

## Your key take-aways

- Evaluate your current customer strategy and identify improvement opportunities
- Discover how to apply a customer centric approach to sales, service design and delivery
- Understand the key elements of a meaningful customer strategy for businesses
- Develop a detailed understanding of your customer groups and their value maps
- Strengthen your approach to communicating and delivering customer value
- Develop customer engagement (sales and marketing) tactics to improve realisation of your business results
- Learn how to create alignment between customer strategy and business outcomes
- Improve your capability for measuring return on investment
- Gain personalised feedback and insights to support effective implementation of your customer strategy and experience design

The Masterclass is usually delivered online with two choices for timing, depending on which works best for your team.

- Option 1 is across two-days, a 9am start and a 4pm finish, with regular breaks through the day.
- Option 2 is across three mornings, 9am-to-1pm each day, and typically a Monday, Wednesday and Thursday. The gap on Tuesday allows for your team to work on their Customer Strategy that day, which is then further developed during the first session on the Wednesday.

If you have an idea or requirement for different timings – just get in touch and we can discuss.

This Masterclass is designed for people from all forms of non-profits with responsibilities for:

- Sales and Marketing
- Customer Sales and Service
- Customer Contact and Support
- Client Services
- Customer Strategy and Experience
- Customer Centric Transformation
- Service Delivery and Design
- Customer Communications

What to expect from this Masterclass:

- **Highly interactive** learning - designed to give you a practical, hands-on learning experience. Supported with case studies.
- **Personalised learning** - you will have the opportunity to share your personal objectives, have 1-1 discussions with Mark and receive personalised feedback and insights.
- **Module-based** learning - giving you the time to digest the content and put new skills and methods into practice.
- **Easy to use digital resources** - Walk away with a suite of resources and materials for you and your team.

## **Masterclass Outline.**

### Module One: The Fundamentals:

- Session One: Customer experience (CX) fundamentals
  - What is CX
  - Why is it important – how does it impact my organisation?
  - New knowledge that informs CX
  - How customers have changed and the consequence for sales and marketing
  - Where customer management is now
- Session Two: Where does Customer Strategy (CS) and CX design fit in your organisation
  - What is the context of CS/CX in your organisation?
  - What does your business want to get out of CS/CX – results or outcomes you seek?
  - Customer portfolios and profitable promoters
  - The difference between product/service centric approach to customer centric
  - The Customer Centric Business Model and approach to service design and delivery
- Session Three: Creating your Customer Strategy
  - Using lessons-learned so far, and the templates provided, we start to develop your own customer strategy
  - Customer Centric Business Model
  - Customers Groups and Value
  - The Two-way Value Exchange (advocacy and customer lifetime value) and Customer Intent

There is an opportunity here for participants to develop their Customer Strategy and send to Mark for feedback in the following session.

## Module Two: Communicating and Delivering Customer Value

- Session One: Reflecting on your Customer Strategy and further developing the Customer Strategy
  - Interactive session on customer groups and value maps
  - Organisational customer outcomes and customer intent
  - Documenting your Customer Strategy
- Session Two: Communicating customer value
  - The neuroscience behind how customers define value and make choices
  - Overview of Level 1 and Level 2 Value Propositions
  - Using the templates, developing Level 1 Value Propositions
  - Developing Level 2 Value Propositions
- Session Three: The Architecture for Customer Engagement
  - Initial inputs: Adoption, Values/Ethics, Sales Cycle
  - Journey from Unknown Customers to Advocates
  - Your Customer Buying/Decision-making journey
  - Sales processes, customer success, Account Management
  - Process mapping for experience delivery

## Module Three: Bringing it all together – Customer Strategy to Delivery of Value

- Session One: Bringing the whole process together – how to align customer strategy with experience design
  - Review of the whole approach – how it comes together
  - Integration with planning processes
  - Customer strategy to customer value delivery
- Session Two: How to measure the return on investment of your customer strategy and experience
  - The customer strategy is key to the measurement
  - Outcomes defined, measuring the changes in customer behaviour
  - Designing performance measures for your service blueprint
  - Measurement and progress

- Session Three: Implementation, planning and reflection
  - Implementation approaches
  - The iterative nature of a customer approach
  - Break into small groups and reflect on the key Masterclass Modules. Discuss implementation in your organisation. What are the challenges at your organisation and where you will start?
  - Extended Q and A.

Workbooks (PDF) are provided for participants, along with a full kit of templates (downloads) for developing your customer groups, unpacking customer value, establishing your Customer Strategy, developing Value Propositions and the Architecture for Customer Engagement.

### What previous participants have said about this programme.

- “Fabulous session, got lots out of it!”.  
(Pauline, Sydney)
- “Really enjoyed the Masterclass as I’ll be able to apply so much of what was presented.”  
(Nick, Brisbane)
- “Mark, thank you for a fantastic masterclass. The content was amazing!”  
(Erin, Brisbane)
- “Great Masterclass! Thank you for sharing your knowledge and experience.”  
(Janice, Adelaide)

### What previous participants have said about Mark.

- “Mark was an amazing facilitator, very calm, collected and clearly had significant experience to coach our thinking and answer some of my very detailed questions. Would highly recommend him to others.”  
(Josh, Auckland)
- “Mark and this topic go hand in hand. His experience in this field, both presenting and working as a consultant, reflect in the exceptional high quality of the engagement he initiates and the learning outcomes we achieve.”  
(Ross, Canberra)

### Your Masterclass Leader: [Mark Hocknell](#)

Mark is a pragmatic consultant, author and speaker who applies a natural business talent with a broad set of methodologies and deep experience to bring about results and demonstrable change within the organisations he works with. He has 30 years' experience, made up of 15 years of management consulting and a further 15 years in senior management. In addition to this, Mark has 12 years' experience as a sessional academic with QUT and Griffith University School of Business (where he is currently a member of the Industry Advisory Board).



One of Mark's core consulting areas is applying a Customer Centric approach to Business. This area of practice focuses on the development of customer centricity with the view of aligning resources and maximising business results. This includes the development of customer strategies, designing customer engagement approaches, customer service and experience management practice. Mark has worked across industries and applied these methods in both a B2B and B2C, as well as Government and non-profits, with the objective to improve customer experience and customer management capability, sales results and the delivery of value to customers. His work in this area has also included the establishment of CRM and campaign management systems. He is a Net Promoter Certified Associate (NPS). Mark led the business-wide Alfinanz Strategy and CRM initiative that placed Suncorp with the highest cross-selling rate of any financial services group in Australia. He also managed the transformation of an existing 250-seat call centre into a 600-seat contact centre.

Mark has a depth of experience in conducting large organisational reviews, supporting ERP/CRM implementations to facilitating strategy development and planning. These skills are backed up by practical working knowledge of improvement methodologies, (e.g. Six Sigma, WorkOut™) and he is an Accredited Cognitive Edge Practitioner. He is certified in the Prosci Change Management Methodology.

Mark has used his pragmatic competencies to deliver sustainable outcomes and value. He supports this experience through formal qualifications (MBA from QUT) and extensive speaking engagements on Customer Centric Business, CRM, Sales Management, Outcomes Based Approaches, Performance Measurement and Contact Centres in Australia, New Zealand and South-East Asia.

He is the Author of: Profit by Design: how to build a customer portfolio full of profitable promoters.

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*Make contact with Mark and start the discussion about  
ensuring this Masterclass is right for you.*

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