



VENTANA RESEARCH

Customer Experience Optimization Workshop

Workshop Services

Ventana Research offers a client-tailored Customer Experience Strategy Optimization Workshop across all of our expertise and topic areas. Our Workshop consists of a thorough and collaborative preparation and review with precise recommendations on the optimal customer experience strategy and methods to competitively differentiate your business in the market through an interactive expert-led workshop.



Alignment

Is the customer experience strategy sufficiently aligned to the customer journey and clearly articulated to your full buyer and customer potential?



Relevance

Does your customer experience strategy incorporate the customer context of interacting with your organization's unique value proposition in a highly differentiated manner?



Impact

Is your customer experience communicated and marketed as a corporate value and part of your overall sales strategy and commitment to their success?

The Results of a Workshop

Ventana Research's subject matter expert, with decades of relevant experience as a research director, will conduct the workshop to identify and prioritize opportunities for customer experience strategy optimization and guide improvements to ensure optimal results. The workshop will provide alignment to the best possible customer experience along with how to market it to gain confidence in the ecosystem of buyers, customers and partners. Clarity and differentiation in your customer experience strategy is critical to gain the best possible confidence and perception from your buyers and customers.

Deliverables

- Actionable guidance on an effective customer experience strategy and plan.
- Blueprint and framework for customer experience strategy optimization.
 - Creation of customized materials to ensure workshop goals are met.
- Preparation and follow up fine-tuning strategy sessions tailored to client.
 - Full-day workshop leading and collaborating with your team.

Benefits

- Optimized strategy to gain buyer and customer confidence and increase impact.
- Reduced time and resources to establish and optimize customer experience.
 - Increase trust in the market on a compelling and differentiated approach.