



# VENTANA RESEARCH

## Product Experience Optimization Workshop

### Workshop Services

Ventana Research offers a client-tailored Product 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 and methods on the optimal product experience to competitively differentiate you in the market through an interactive expert-led workshop.



#### Alignment

Is the product experience sufficiently aligned to the expectations of your buyers and customers and clearly articulated?



#### Relevance

Does your experience incorporate the entire product life cycle in a unique and highly differentiated manner?



#### Impact

Is your product experience being communicated and marketed to help relay your commitment to customer 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 optimizing your product experience and guide improvements to ensure optimal results. The workshop will provide alignment to the best possible product experience along with how to market it to gain confidence in the ecosystem of buyers, customers and partners. Clarity and differentiation in the product experience is critical to gain valued confidence and trust in your organization.

### Deliverables

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

### Benefits

- Optimized strategy to gain organizational confidence and increase impact.
- Reduced time and resources to establish and optimize your product experience.
- Increase trust from buyers and customers in a compelling and differentiated approach.