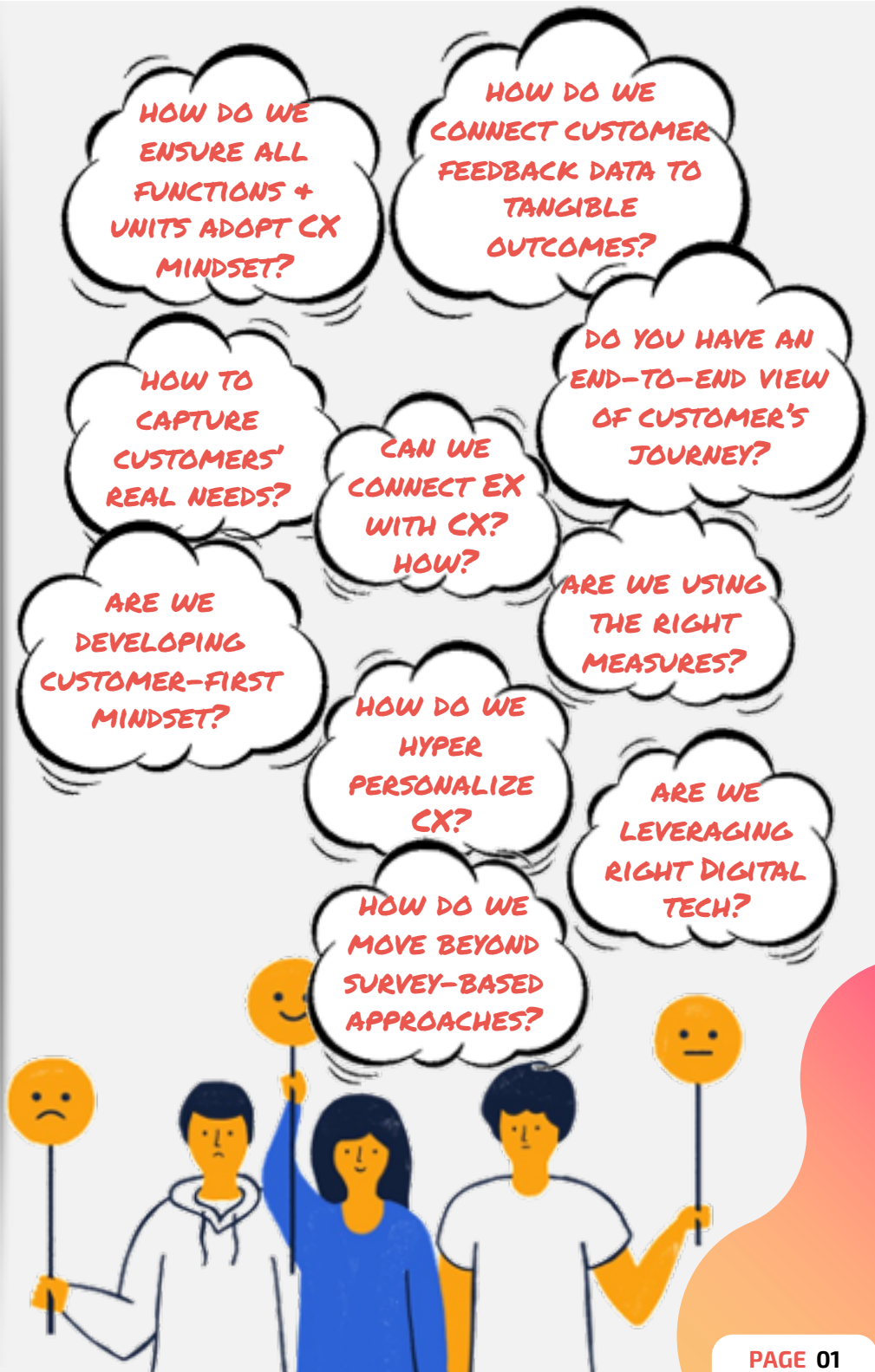




# SPARKLE EXPERIENCE





## LEADING IN AN EXPERIENCE ECONOMY

While the subject of Customer Experience is not new, in recent years however it has picked up pace! With increasing digitalization of how we work, play, or do anything that we do - "Experience" has become the latest battleground for brands and corporates!

Moreover, it is now proven beyond any doubt that CX benefits businesses of practically any shapes and sizes! Globally, more than 80% customers today are willing to pay more for better experience.

This means, not only the front office and customer facing teams - but even for the product & innovation teams; service delivery teams; IT/Digital function; customer support & customer success teams; and business operations teams - Adopting a Customer-First Mindset and **MASTERING CUSTOMER EXPERIENCE SKILLS HAS BECOME AN ABSOLUTE MUST.**

**MAKE YOUR WORKFORCE  
CUSTOMER-MINDED**

## WHY DO YOU CARE



### DISCOVER NEED

LEARN TO DISCOVER & ENCAPSULATE WHAT YOUR CUSTOMERS REALLY NEED



### INNOVATE

LEAD & DRIVE MINDFUL AND IMPACTFUL CUSTOMER EXPERIENCE INNOVATION



### BUILD CULTURE

ENABLE & EMPOWER WORKFORCE TO BUILD A CULTURE OF CUSTOMER-FIRST MINDSET



### ACCELERATE VALUE

ACHIEVE 20% FASTER CONCEPTUALIZATION CYCLE FOR YOUR INNOVATIVE CX PROPOSITIONS



### IMPROVE STICKINESS

IMPROVE CUSTOMER RETENTION AND STICKINESS BY MAKING CUSTOMERS PART OF THE "SOLUTION"



### OPTIMIZE COST

REDUCE TIME TO SERVE BY 50-60%; COST TO SERVE BY 30%



### REDUCE ERRORS

REDUCE CUSTOMER REPORTED GHOST ISSUES/SURPRISES BY 70%

**BUILD A CULTURE OF CUSTOMER-FIRST MINDSET TO  
ADD SPARKLE TO YOUR CUSTOMER EXPERIENCE**



## LEARNING CX IS A JOURNEY

A subject like Customer Experience is both broad and deep. Moreover, the whole concept involves a number of other disciplines and evolves around rapid experimentation and incremental iteration. Hence, this needs a “Learning by Doing” approach to ensure the concept is understood and imbibed appropriately, and in right context.

Our Customer Experience Learning Interventions are designed to provide an end-to-end journey (and not mere training sessions) to ensure that participants are not only “Aware” of the subject, but they can also start “Delivering” superior Customer Experience.

Hence, we have programs that cater at various levels within an organization. From leadership level - focusing on strategic alignment, to execution level - helping project/initiative teams using it in their “Day in Life”!



## OUR LEARNING CANVAS



CUSTOMER EXPERIENCE IN A DIGITAL WORLD



ADOPTING A CUSTOMER CENTRIC CULTURE



CUSTOMER EXPERIENCE STRATEGY



VOICE OF CUSTOMERS AND CUSTOMER INSIGHTS



CX INNOVATION AND DIGITAL-AGE CAPABILITIES



MEASURES & METRICS - ADOPTING NEW MEASURES

## OUR PROGRAMS

### APPRECIATION PROGRAM

BRINGING STAKEHOLDERS UP TO SPEED WITH CUSTOMER EXPERIENCE POSSIBILITIES, ESSENTIALS AND HOW IT IMPACTS THEIR DAY-TO-DAY WORK-LIFE



IN-PERON BOOTCAMP MODE

1 DAY BOOTCAMP

OR

2 HALF-DAYS BOOTCAMP



VIRTUAL INSTRUCTOR LED MODE

3 ONLINE SESSIONS

- 2 LEARNING SESSIONS
- 1 RAPID HANDS-ON EXERCISE

Duration of each Online Session: 2 to 2.5 Hours





## ELEVATION PROGRAM

BROADENING HORIZONS ON UNDERSTANDING AROUND KEY BENEFITS; KEY BUSINESS OUTCOMES; THE JOURNEY AND EXPERIENCE-BASED LEVERS TO INNOVATE & IMPROVE CEX MATURITY



**IN-PERON  
BOOTCAMP  
MODE**

**3 DAYS  
BOOTCAMP**



**VIRTUAL  
INSTRUCTOR  
LED MODE**

**6 ONLINE SESSIONS**

- 4 LEARNING SESSIONS
- 2 RAPID HANDS-ON EXERCISE

Duration of each Online Session: 2 to 2.5 Hours

## PRACTITIONER PROGRAM

BUILDING INTERNAL PRACTITIONERS TO FUEL, ACCELERATE AND SUSTAIN CUSTOMER EXPERIENCE INITIATIVES ON AN ONGOING BASIS



**IN-PERON  
BOOTCAMP  
MODE**

**3 DAYS  
BOOTCAMP**



**3 WEEKS (VIRTUAL)  
CAPSTONE PROJECT**



**VIRTUAL  
INSTRUCTOR  
LED MODE**

**6 ONLINE  
LEARNING  
SESSIONS**

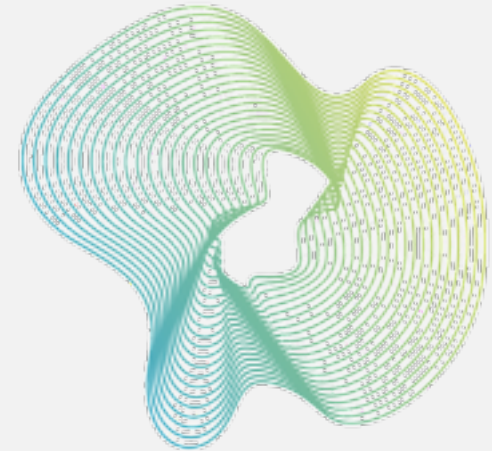
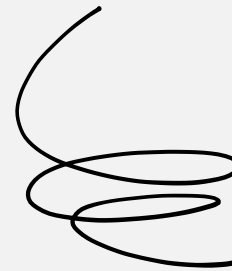


**3 WEEKS (VIRTUAL)  
CAPSTONE PROJECT**

Duration of each Online Session: 2 to 2.5 Hours

A **capstone project** (mini project) will be assigned to each teams to be completed in 3 weeks. During this period virtual mentoring will be provided to each teams.

HOW MIGHT  
WE?



## WHO ARE US

WE ARE DESIGN THINKING & INNOVATION SPECIALISTS. WE CAN HELP YOU ACCELERATE YOUR DIGITAL-AGE BUSINESS INNOVATIONS.

AT DX&BEYOND™ WE FOCUS ON DESIGN LED BUSINESS INNOVATIONS AND OFFER ADVISORY AS WELL AS LEARNING PROGRAMS TO HELP ORGANIZATIONS ACCELERATING IDEA-TO-INNOVATION LIFECYCLE.

**10k+**

PERSON HOURS OF DESIGN THINKING & BUSINESS INNOVATION TRAINING & BOOTCAMPS

**30+**

DISCOVERY & BUSINESS INNOVATION CUSTOMER WORKSHOPS AND ENGAGEMENTS

**12k+**

PERSON HOURS OF DIGITAL TRANSFORMATION MASTERCLASS SESSIONS FOR MID-TO-SENIOR LEVEL STAFFS



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