



CUSTOMER CENTRIC WORKSHOP

At MacInnis Marketing we are passionate about creating a **customer centric** culture. We believe that everyone in a company carries the responsibility for living the brand values, that create the value proposition. It is this culture of living the brand's promise at every touch point and customer interaction, that defines truly great companies which customers love and employees want to work for.

Business strategy

First up we coach, challenge as a soundboard and collaborate by getting the best brains together in the one room.

We review your current business model, and help you set your vision, business, goals and future direction. Our goal is to assist you in making better business decisions.

Tools

- Vision and mission statement
- Value proposition
- Metrics
- Business model review
- Build marketing plan with target customers
- Infrastructure and resource planning

Customer insight and innovations

By reviewing your customer and employee satisfaction, we gain great insight into what is working and what can be improved.

Tools

- Customer survey
- Employee survey
- Sales cycle feedback
- Customer buying cycles
- Product innovation teams
- Customer metrics
- Customer touch points and collaboration

Many companies just do a brand workshop, but it is living the brand through the values that is really how your customers feel your brand. A brand is the value you create in your customers eyes and this is largely about the experience you create in a service based business. How do you create this focus on the customer throughout the entire organization?

What we do

We work with your management team to define your values and value proposition over a series of teleconferences or workshops. This culminates in a Customer Centric Workshop where we get together with the whole team in a day offsite. We explain to staff how we strategically decided your values and value proposition and then map out the customer journey with your team, so that everyone can see how their role impacts the customer and so everyone is on the one page. This is a pivotal exercise for many employees as often they only get to see a section of the business, some for many years, not the whole customer journey.

Develop a positioning strategy

VISION
VALUES
MISSION
VALUE PROPOSITION
CULTURE
TARGET MARKET
SEGMENTS
STAKEHOLDER PERCEPTIONS
SERVICES
PRODUCTS
INFRASTRUCTURE
UNDERSTANDING
MARKETING STRATEGY
COMPETITION
TRENDS
PRICING
DISTRIBUTION
RESEARCH
ENVIRONMENT
ECONOMICS
SOCIOPOLITICS
STRENGTHS/WEAKNESSES
OPPORTUNITIES
THREATS

CORE VALUES
BRAND ATTRIBUTES
UNDERSTANDING
COMPETITIVE ADVANTAGE
BRAND STRATEGY

DIFFERENTIATION
VALUE PROPOSITION
POSITIONING
BUSINESS CATEGORY

CENTRAL IDEA
UNIFYING CONCEPT
BRAND ESSENCE
KEY MESSAGES
VOICE AND TONE



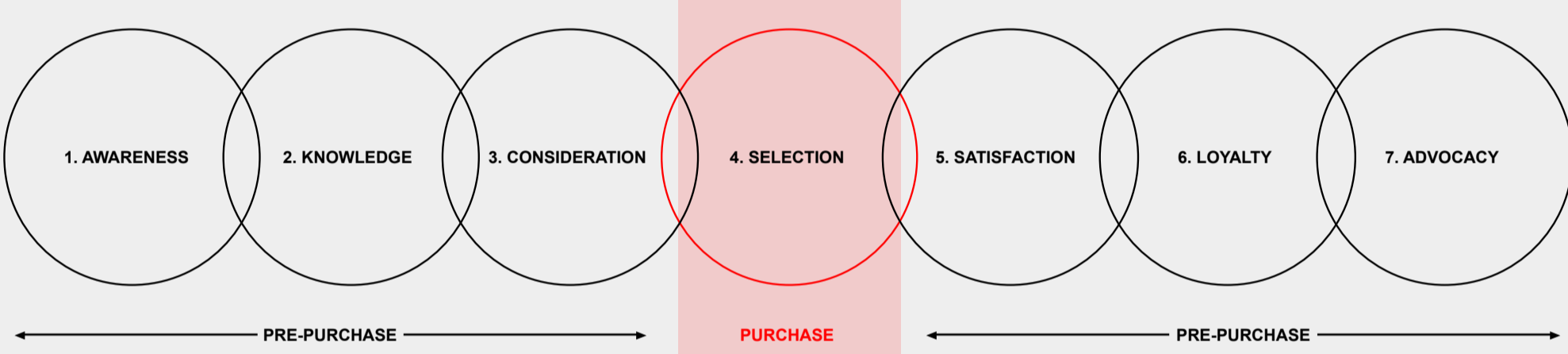
Why is a strong brand so important?

It is the way you play
Your brand is built on one single idea, your core purpose and it central to making strategic decisions for your business.

Source: Alina Wheeler: Designing brand identity.

Map out our customer experience

"Eighty percent of companies believe they deliver a superior customer experience, but only 8 percent of their customers agree."



Understanding and buy in

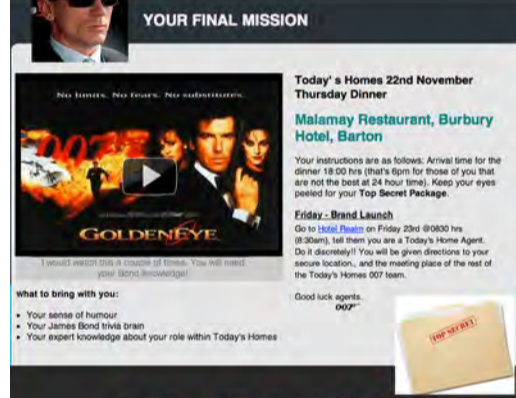
By mapping out the customer journey, the team can uncover opportunities to live the values of the brand in each touch point and where some steps may be missing. This workshop is where everyone has a customer view-point, we hold the customers view to account ensuring it is visible in the discussions.



"Your employees actions can make or break your brand. Building a strong culture goes beyond employee manuals, it is all about creating powerful experiences for your customers."

Fun and culture

Of course the workshop needs to be fun so the day is often paired with a night before so that people can relax and relate to one another outside work. We have some pre-work based on a theme. We use James Bond 007 as it is often received well. There are secret missions, special top secret codes and the theme runs through the entire event.



Implementation

After the customer journey is mapped out, we select areas to focus on as a team. The management team also creates a list of employee experience initiatives, as a result of mapping out the employee journey.

Build a Brand Culture

Objective	Activities	Deliverables
CUSTOMER EXPERIENCE Goal is to consistently deliver the experience we promise to our customer	How do we currently manage the customer experience? How can we improve this experience and then how can we make it consistent? "Some consumers like to depend on the same thing every time. You can lose customers if you are not reliable."	Map out what we want the ideal customer experience to feel and be like. Check in the practices, behaviours and values we want to encourage and reward that create these experiences. "All that matters is that when you go into a Pret shop you get that set of experiences that describes Pret."
EMPLOYEE CULTURE 1. Build internal marketing strategy 2. Get employees to buy into the brand, culture 3. Educate employees on how to Educate the brand identity in their role	What is the current vibe? Level of commitment, understanding and buying? What are the current common attributes of employees.	Map out what we want the ideal employee experience to feel and be like. Check in the practices, behaviours and values we want to encourage and reward that create these experiences. • Resolve the brand and then educate the staff and get buy-training • job profiles/incentives • Feedback mechanisms • Newsletter and comms • Merchandise • Referral recognition

This is a life changing process for many companies. It is a chance to team build around something that is hardly ever discussed. The "how" of your business. It is a way to test out behaviours with the customer at the centre. The customer lifecycle allows all employees to see your process of engagement from end to end.

NEXT STEPS

What is included?

Timing: 9:00 to 4:30pm, with the date that is most suitable and available.

Deliverables: Worksheets, templates and a write up of your plan.

All room booking and catering is not included in estimation.

There is some pre-work in the form of templates that need to be completed so we can make good use of the time we have together and so that we hit the ground running in creating an active marketing plan on the day.

How much will it cost?

Pricing for the one day workshop is \$1500+ GST(with up to 16 participants)

Pre-work is not included as it varies according to each client.

Where is it?

We can hold it in your office or find a suitable remote site. We use Quest Hotels located all over Melbourne.

How do I book?

If you are interested in running a Customer Centric Workshop: Go here to [make an enquiry](https://macinnismarketing.wufoo.eu/forms/marketing-workshop/). (https://macinnismarketing.wufoo.eu/forms/marketing-workshop/)

Download as PDF



What others are saying

"...the James Bond theme was really good. As I previously stated Expectation + 1, the day was beyond my expectations and the facilities and facilitator were the plus one."

"I learnt a lot more about the whole process the clients wanted when building."

"I thought Dan was very knowledgeable and wanted to learn as much about the business as possible."

Today's Homes employee quotes from the Customer Centric workshop

Tom Stockdale CEO of Stockdale Printstaff

"I found dealing with Dan fantastic because of: Your unwavering commitment to the best interests of my business and to me personally. The high energy attitude you bring to every meeting. Your in depth understanding of effective leadership and how to build high performing teams. The passion for good sales and marketing strategies you have. The way you can create and run tailored workshops to meet our needs. All the homework and research you do between meetings to find the best solutions for any issue we have."

[See a presentation here](#)

