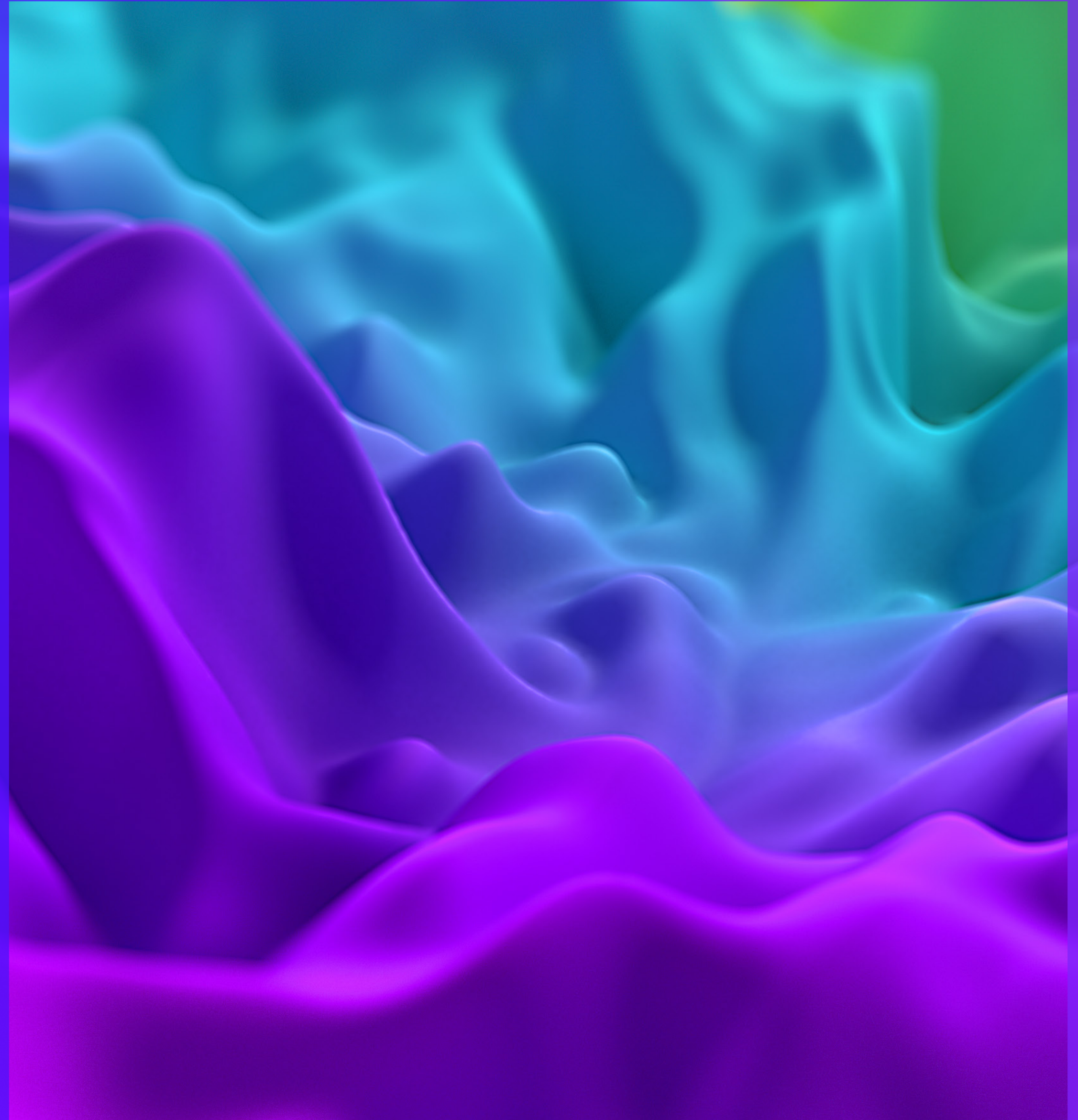




Introduction to Customer Experience

2-day immersive course on customer
experience tools and techniques



01 intro

Customer Experience is today the true strategic differentiator in business, across industries.

Consumer behaviors have fundamentally changed over the last few years across the globe, and Romania is no exception. Customer expectations have heightened as priorities have shifted to health and safety first, which have in turn realigned core human values and beliefs.

These new types of customer look and behave differently. They have less to spend, are increasingly digital and display unfamiliar patterns of demand. They have specific physical needs, driven by social distancing.

As a result, what was previously considered to be a great customer experience is no longer good enough or entirely relevant anymore.

People of KPMG

Victor Iancu

Associate Partner
Strategy & Experience Design

KPMG in Romania



Yet the tools and techniques companies use to target and win new customers have largely remained the same. Some businesses are hurrying to reconfigure to meet these immediate challenges. Are you doing the same?

KPMG is now leveraging more than 13 years of Global Customer Experience expertise condensed into 2 days of professional training. We bring you our hands-on knowledge, and the methodologies and tools that will help you and your organization to understand the new customer, unlock new sources of value, build new value propositions and memorable customer experiences and win in a constantly disruptive marketplace.

02 Introduction to Customer Experience

2-day immersive course on customer experience tools and techniques

Customers' behavior and values are constantly being shaped by the changing environment in which we live. The customer has become more powerful and less easy to predict.

Is your view unclear as to how customers interact with your brand?

Are you unsure of the true motivations of customers and what it will take to shift those behaviors?

Have you ever wondered if the organization is spending money on activities that don't add a great deal of value for customers?

Or maybe you just want to expand your horizons and gain new skills.

Then, you are in the right place.

03 Why attend?



Who should attend?

This introductory class is perfect for anyone looking to get their first glimpse into Customer Experience. Whether you are at the start of your career or starting a new role dealing with any customer topics, a seasoned professional seeking to expand their knowledge or an entrepreneur looking to better understand their customer, this is the class for you.



WHAT

Customer experience is more than a buzz word and this course will prove it.

We will discuss what CX is, when it is used and what methodology and tools can be used to drive customer-centric design within your company.



WHY

We will see what the benefits are of customer centric design and why it is important to incorporate the customer's point of view in order to drive commercial success.



HOW

We will have a hands-on approach as we discover the tools that can be used in Customer Experience.

04

2 days full of experiences ... that will help you

Day 1

01

We will begin by discussing what customer experience is and how it can be integrated into a business.

02

We will then focus on how to understand the customer and discuss how to generate compelling insights through customer research.

03

By the end of the first day we will explore the persona universe and you will have the time to build a persona using research insights.

Day 2

04

We will begin the second day by introducing customer journey maps and their role.

05

You will apply the newly acquired skills and design a journey map tailored for the persona built during day 1.

06

Building on this, we will discuss how ideas can be translated into an actionable roadmap.



Build your definition of customer experience

Grasp the concept of customer experience. Uncover what customer experience is and is not. Understand its pivotal role within organizations.



Design a high level research approach

Discover different types of research and be prepared to apply the right one to attain your objectives.



Build customer personas

Understand the customer persona universe. Together we will use the customer persona canvas in order to bring to life strategic customer segments.



Pinpoint customers' pain points and gain points

Building a customer persona will lead you to identify customers' pains and gains that can be used later in designing flawless customer experiences.



Build an end to end experience mapping project plan

By the end of the course you will be able to design your own experience mapping project plan, from research to success measurement.

05

More about the course

Start Learning Today

Course objective

Designed around the “new customer”, this is a course based on design thinking, lean startup and agile ways of working. It is a combination of complimentary tools and delivers more than just theoretical concepts.

Level of knowledge

Our classes can be accessed by any professional or customer enthusiast. We break down complexity by introducing concepts gradually and presenting them through practical examples and case studies.

Time

2 days (8 hours per day)

Delivery method

In person

Language

Romanian/English
(depending on the audience)

Pricing

Pricing depends on the level of content customization.

Trainers BIO

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Victor is leading the Experience Design practice in KPMG Romania and Moldova and is also the Head of Public Sector Advisory. He has 15+ years of management consulting experience gained both nationally and internationally (Europe, Asia, North-Africa, Middle-East).

Currently he coordinates the delivery of customer experience analysis and design, as well as strategy formulation services for private and public sector entities wishing to obtain new sources of competitive advantage.

Laura Petrea

Manager
Strategy & Experience Design

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Laura has more than 7 years of experience in customer centric positions, and in the last 5 years she has been focusing on customer experience. While working for the industry she was one of the two founding members of a customer experience team.

She acted both as an internal consultant on customer experience matters and a project manager for the initiatives derived from the customer journeys.

Want to know more ?



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