



## How to leverage customer insights

Most organisations measure customer satisfaction and use Net Promoter Score (NPS) as way to understand customer feedback. This practical workshop will challenge your reliance on customer surveys, help organisations that don't yet survey their customers and examine untapped customer information you have but don't use.

We'll also unveil opportunities to design processes and products that take advantage of how your customers are actually interacting with your organisation.

### Learning Outcomes

After completing this 2-hour workshop, participants will have:

- A framework and methodology to examine your customer insight opportunities
- Practical tools to self-assess your "customer insight maturity"
- Case studies and learning in co-designing for customer outcomes
- Practical action planning to improve experiences and increase efficiency

### Who is this program for?

This program is designed for customer experience and operations leaders responsible for driving a customer-focused culture and customer experience.

### Two hour workshop

<b>Date</b>	Tuesday, 24 September 2019
<b>Delivery</b>	Classroom – Face to face
<b>Location</b>	Sydney CBD
<b>Duration</b>	9:30am-11:30am
<b>Price</b> (excl. GST)	CSIA Member \$250 Non-member \$500 Includes working morning tea
<b>Facilitator</b>	Andrew Carlton

[Book now](#)

### Key Topics

- The pitfalls in customer surveys
- Customer insight information that goes untapped
- Customer Insight Maturity Model
- Designing better customer outcomes

### Your Facilitator

**Andrew Carlton**

Andrew is the Director and Founder of Virtual CX, a customer centered consulting firm specialising in Customer Experience (CX) strategy, service transformation and digital transformation.

Discounts are available for bookings of three or more people. For further information, call **1300 912 700** or email [info@csia.com.au](mailto:info@csia.com.au)