

interaction

(in)direct contact

journey

feedback

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# B2B Customer Experience Masterclass

bringing tools that support the end to end customer journey over the long b2b buying cycle and create a truly compelling competitive advantage

## WORKSHOP FACILITATOR

## Shane Redding



- Over 30 years' international B2B marketing experience.
- Specializing in data, databases and analysis, digital marketing, integrated marketing, Account-based Marketing, leads generation, Marketing Automation, customer experience, etc.
- Clients includes: 3M, Ricoh, Sika, Altro Floors, Lexis Nexis, SAP, RBI, Telefonica, the IDM, Pitney Bowes, Barclays Corporate, MISYS, Xerox, Torkglobal, etc.

**Customer Experience** is widely recognized as the key battleground for B2B companies in the increasing digitally-enabled buyer environment, but what does great customer experience look like for B2B brands? And more to the point, what role can B2B marketers play in getting it right?

This two-day B2B customer experience training course will examine how B2B buyers and customer journeys have changed in recent years and show you how modern marketing can lead the design of the best and most profitable CX for your audience segments.

### In this masterclass, we will:

1. **Learn** how to listen and understand who your business buyers really are, and how to match their needs with your company to finally create a golden space, where you create a truly compelling competitive advantage.
2. **Compare** the customer experience design you've created with blueprints from customer experience game-changing B2B companies to make sure you can embed excellent customer experience at every customer interaction.
3. **Explore** the key metrics you need to make sure you keep optimising the experience of your customer journey.

## TOP TAKEAWAYS

### You'll learn how to:

- **Make sense** of all the interactions a customer has with your company, from the first touch to repeat loyal customer.
- Identify new roles and responsibilities, company-wide to help you manage and deliver CX.
- **Run** a modern CX audit: what is it, where to start, and how to do it. We'll also provide you a buyer touchpoint template to take back to the office.
- **Pinpoint** key customer experience metrics and learn how to measure them.
- **Make use** of marketing automation (and other MarTech tools) to provide personalized journeys for your customers.

### You'll also learn how to use CX management and design to:

- **Increase** the lifetime value of customers and profitability.
- **Improve** your brand value through customer satisfaction.
- **Identify and fix** broken processes in the buying cycle.
- **Achieve** the objectives of your marketing strategy by creating specific customer journeys for different customer segments.
- **Enhance** the b2b experience at different touchpoints including managed chat, chat bots, mobile QR, AR, video, UX, etc.

## WHO SHOULD ATTEND

This masterclass is designed for mid to senior managers / executives who are responsible for:

- Customer Experience
- Marketing
- Marketing Communication
- Digital Marketing
- Customer Insights
- Customer Relationship
- Branding



#### WHAT IS MODERN MARKETING AND WHY HAS IT CHANGED THE WAY WE NEED TO THINK ABOUT CUSTOMER EXPERIENCE AND WHY ARE LEADING B2B ORGANIZATIONS PUTTING IT TOP OF THEIR AGENDA?

- Understanding what has changed – from our buyers to our marketing ecosystem and why we need to change fast.
- What is customer experience and why is the marketing function fundamental to delivering it.
- How does CX differ to customer service?
- What are the top business reasons for adopting excellent CX?

#### HOW DO COMPANIES MANAGE B2B CUSTOMER EXPERIENCE TODAY?

- Learn which stakeholders need to be involved beyond marketing
- Understand how best to manage CX in your organisation
- Discover some of the challenges of CX that are unique to b2b from channel and partner delivery

#### LEADING B2B CX CASE STUDIES TO INSPIRE YOU

- Find out who is embedding CX excellence at the heart of their organisation and how they are doing it.
- Learn what the top challenges they faced and how they overcame them.
- Shane draws on examples from some of the earliest practitioners of CX, including IBM, JCB, and why manufacturing brands are investing in direct and channel CX.

#### CUSTOMER EXPERIENCE PRINCIPLE

- Where should marketing focus their effort?
- Understand how good (or bad) your CX is today and why an audit is business critical.
- Learn how to carry out a CX audit and how to apply the learnings to give you the greatest return on investment.
- Take away a checklist to pinpoint your best opportunities to increase marketing performance.

Interactive discussion on common top CX challenges

#### INSIDE OUT - DESIGNING THE RIGHT CUSTOMER EXPERIENCE PART 1

The devil is in the detail and the data!

Understanding your customers, who they are, their needs and the “fit” with your company to create the golden space, where you create compelling competitive advantage.

##### Learning points:

- Data sources: what can you use, to give you the insights you need?
- How to ensure your internal data is the best it can be
- Find out about new sources of b2b data from intent to install data that you can use to improve your customer experience

#### MIND THE GAP ! WHAT DON'T YOU KNOW?

- An exercise to discover where your buyers are on their journey with you

#### CREATING THE RIGHT CULTURE

- Why company culture is key to excellent customer service
- Case studies of how businesses have engaged their staff with new ways of working



#### INSIDE OUT - DESIGNING THE RIGHT CUSTOMER EXPERIENCE PART 2

Marketing and Customer journey planning – a tool to understand what do your customers do and how to build journeys that help them in their interactions.

##### Learning Points

- Different journeys for different segments, matching to your GTM strategy by customer/market/product and value. Understand why they may differ and where they should be the same!

#### FROM PRINCIPLES TO PRACTICE

- Mapping your touchpoints to get the whole picture: **a customer acquisition exercise**
- A touchpoint template to take away

#### BUILDING A CX BLUEPRINT

- Understand how successful companies are using a framework, or blueprint, to embed excellent CX at every interaction.

##### Learning Points

- Collaboration – creating the right team to break down the silos
- From owner to outcome – understanding functions (owners), Outcomes (customers and company) and the gaps (people, processes, systems, skills)
- How to focus on what matters – where is the biggest potential impact from improving CX? Reducing churn? On boarding? Pipeline velocity?

#### TOOLS TO HELP CX IMPROVEMENT

This section provides an overview of some of the tools to help improve your CX, with an emphasis on those most useful to marketing

- Joining the dots – why Marketing Automation is considered a backbone tool to provide personalized journeys based on your prospect and customers on and offline interactions
- What else do you need? From Top of the Funnel (TOFU) to Bottom of the Funnel (BOFU) some key plug ins, from analytics to apps

#### HOW DO YOU KNOW WHEN YOU HAVE GOT IT RIGHT OR WRONG

Find out the **key metrics** for CX, and how to measure them. Sense check to what you measure today and what you might need to measure in the future

- Brand and emotion
- “Hard” metrics such as churn, cancellation rates AOV, LTV, referral rates
- Customer satisfaction – from building surveys that work, to using Net Promoter Score
- Word of mouth: Social media sentiment and beyond to influencer marketing.
- Measuring what matters, understanding the power of the positive and harnessing it
- Setting the right KPIs

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- 08: 30 Registration
  - 09: 00 Morning Session Starts
  - 10: 30 Coffee Break (15 minutes)
  - 12: 30 Lunch
  - 13: 30 Afternoon Session Starts
  - 15: 00 Coffee Break (15 minutes)
  - 17: 00 Workshop Ends

