

CX for Success

How Customer Experience can transform your business





What is CX for Success?

In the last five years, customer experience has become increasingly important. Why? Because consumers have surplus choice, and they are voting with their money & loyalty. So how do you genuinely bring the customer into your organisation and shift from push to pull?

This workshop will go through the fundamentals - and how you can begin to bring the customer into your organisation to become more relevant. Equally relevant to B2B or B2C, these steps offer process, and tools, illustrated with case studies and examples, with peer-to-peer learning and networking opportunities.

Why is it worth your time?

The CX Gap has been well documented - in a Bain & Co study, 80% of CEO's believed they were delivering great customer experience, yet only 8% of their customers agreed. CX is the new battleground - where customers will be won or lost. Understanding how to integrate CX into your business is critical for all marketers and business leaders in ensuring they are set up to win with customers



CX for Success



This course brings together all of the fundamental pieces that will give you real clarity on how to get started with customer experience on your business. With practical tools that can be applied the next day - you will be confident in starting your own CX journey.



WHAT IS CX - and why is it so important?



Closing the CX Gap – linking CX to your company’s goals



WHO IS YOUR CUSTOMER?
Who are your different segments & how do you prioritise



CUSTOMER JOURNEY MAPPING – walking in their shoes



CX INSIGHT - The value of pain points & opportunity points



PROGRAM DESIGN - Turning insights into programs that improves CX



CLOSING THE LOOP - Actioning feedback & evolving



Steps for Customer Excellence

All programs are created and led by former C-Suite leaders, utilizing experiential learning principles



“Tell me and I forget, teach me and I may remember, involve me and I learn...” - Benjamin Franklin

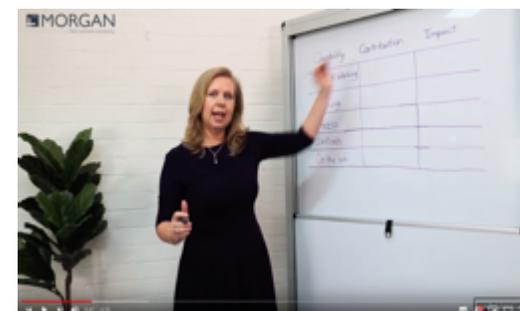
What does the training include?

Day of the Training, each participant will receive

- ✓ A full day of training onsite – 8.30am – 5pm
- ✓ Handout – with all of the key content discussed
- ✓ Laminated A5 “reference” cheat sheet

Post the Training, each participant will receive

- ✓ Weekly EDM for 12 weeks – for each key topic
- ✓ Access to FREE MacMORGAN training resources
- ✓ Free and unlimited phone consult for 12 months regarding any questions or application of the tools from the training



The MacMORGAN Difference

MacMORGAN is a business & marketing consultancy supporting organisations transforming to customer centric growth. Our partners are experienced senior executives from categories including; Packaged Goods, Beauty care, Education, Financial Services, Consumer Electronics, Broadcast Media, Food, Health & Wellness, etc. We operationalise next practice growth approaches and build next practice capability.

Since 2013 we have consulted to; Seven West Media, Tabcorp, Suncorp, Optus, Energizer, PwC, ANZ, Health World, Australia National University, Aspen OTC & Nutritionals, Macquarie University, Westpac, Lego, IAG, Parmalat, Edgewell, Tourism Australia, Barbeques Galore, Heart Foundation, amongst others.

Our Training business offers public seminars, bespoke corporate programmes, and also partners with businesses to run learning academies for their clients.

8,000

8,000 corporate professionals trained globally from leading businesses

4.7/5

4.7 out of 5 average course rating



Developed & delivered by global C-Level Executives



Utilise customer experience (CX) principles



Simple, smart tools that are readily applicable - when you get back to your office



Course Creator & Facilitator: David Morgan

David Morgan is one of the world's most senior global CMOs; with over 30 years in global marketing leadership for several of the world's largest companies.



Company Roles:

Procter & Gamble

Samsung

Standard Chartered Bank

Citibank

HBOS

Procter & Gamble

Nestle



Board Roles:

Chairman, Shopper Media Group

Non-Exec; Australian Association of National Advertisers

Brand Boards; Fonterra, Simplot, Pacific Equity Partners

Advisory; Red Elephant, Nexba



Thought Leadership, Speaking & Industry contributions globally across; Universities, Publications, Corporate invitations, and industry recognition

Course Creator & Facilitator: Rowena Millward

Rowena is a globally recognised corporate leader with experience in global, Asia Pacific. Rowena has also spent many parts of her career leading transformations for organizations including Johnson & Johnson & Seven West Media & and has extensive consulting experience across diverse B2B and B2C categories.



Company Roles:

Procter & Gamble

Coca-Cola

Berri

Johnson & Johnson

Vision care



Industry guest speaker – organisations, academic groups and industry contributions



Judging panellist for local and regional marketing effectiveness awards including Jury and Advisory Leader for the Asia Pacific Effies



Lead mentor for The Marketing Academy, advisor to start ups and scale ups



What participants say



Jocelin Abbey, Head of Marketing
ABC



“The course was very valuable. It was a great opportunity to share with other senior leaders and to workshop the strategic framework, which is already influencing our planning.”



Brent Smart, CMO
IAG



“Love the way it made an area that can be full of jargon simple and common sense. Suncorp CXO case super relevant”



Filomena Maiese, Executive Director
iNova Pharmaceuticals



“A rethink of how organisations structure themselves around the customer journey. A must for those thinking about customer-centered organisational design.”



Ralph Simpson, Head of CX
Blackmores



“ Good mix of examples, guest speakers, and theory ”



Sue Hogan, Former CEO
Health World Limited



“ Rich case studies throughout were brilliant! ”



Brendan Fearn, Head of Marketing and Communications
Bresic Whitney



“ It was a fantastic day, full of insights, pragmatic tools and frameworks. I gained a lot from the day. ”



Ben Walker, CEO
Shopper Media Group



“ A fantastic day – now I actually know how to achieve great CX in my business! A great opportunity to meet industry peers too. ”



Susan Massasso, CMO
A2 Milk Company



“ Great day! Appreciated the pace. ”



average course rating

95% would recommend the training to friends and colleagues

92% believe the training will help them do their job better

94% say these courses are better than other similar courses they've done

Attendees from companies include



MacMORGAN Training

8,000

trained globally

Training and development is an essential part of operational excellence, yet for many this has been neglected during a time of great change in the marketing field

With so much rapid change and complexity inherent in marketing roles, we aim to provide principle based learning, with practical experience through case studies and role plays to rapidly build marketers & leaders competency and confidence in their ability to drive their business

We provide a range of training services:



Training for Individuals



Bespoke Training & Workshops



Team offsites – blending learning & team building



Competency & Skills Assessment



Creating your Marketing Academy

Our Training Programs

Our learning programs offer skill training from the 4 capability clusters most critical for business growth: brand experience, customer experience, innovation excellence & people excellence.

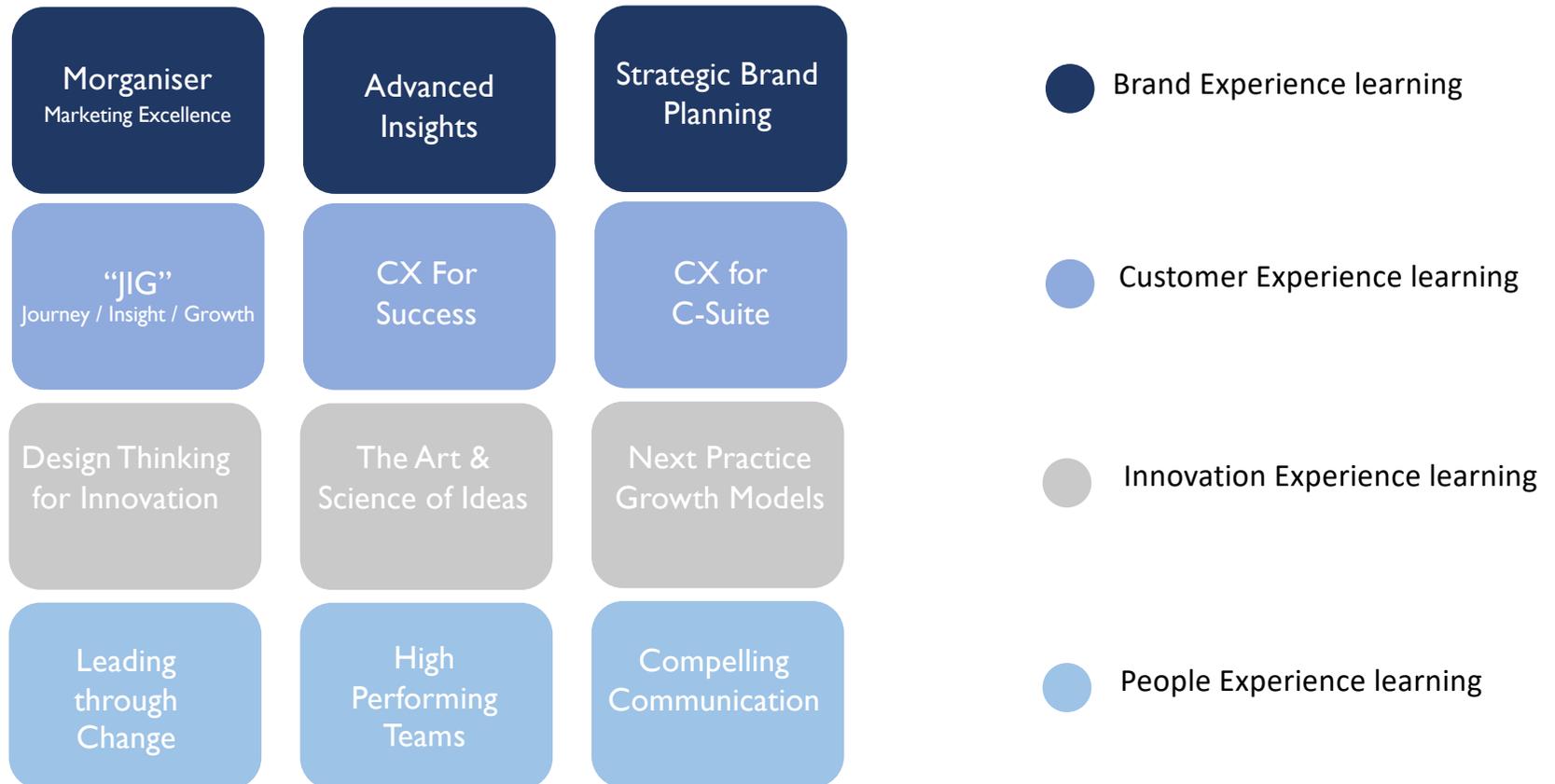
8,000

trained globally

Our programs offer flexibility, based on your needs:

- *capability building days* – where you can create a common way of working for your teams, or
- *capability + business outputs day* – where the training principles are taught and then applied to your own business – giving you an actionable output on the same day.

The choice is yours.



Contact Us



To find out more please contact us at

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