



# Customer Experience Masterclass

**A three-day learning experience on how to** innovate faster and better, reduce cost of sale, attract the right customers and retain them for longer

**March 29 - 31, 2020**

Symphony Style, A Radisson Collection Hotel, Salmiya, Kuwait

*Presented by*



*In strategic partnership with*



*Masterclass facilitated and delivered by knightscapital*



## Overview

Contrary to the misconception, Customer Experience (CX) is not about CRM software, pampering your customers and showering them with freebies and discounts, or about going digital for the sake of it. This hands-on three-day masterclass is designed purely to help companies learn how to truly differentiate themselves and grow their profit using lean innovation mindsets and approaches.

You and your fellow attendees will learn how your business can attract the right customers, generate organic word-of-mouth, innovate and set it on a sustainable growth course by designing a smart CX strategy.

## Design Approach and Delivery Method

The content is structured around a number of exercises that immerse participants in the perspective of customers and to understand the journey, friction, thoughts, needs, and emotions that customers go through. The exercises also switch towards the business itself and guides the participants on how to explore the opportunities spotted from the earlier insights and discoveries.

There will be a great amount of practical and highly beneficial tools, templates, forms, tips, and methods to take back with you and apply them immediately at work.

## Candidate Criteria

This masterclass is for strategy teams, marketing teams, customer experience teams, and anyone in a managerial position interested in learning how to innovate in their B2C business through focusing on customers.

# 16 Key Learnings

1. Clear understanding of what CX is and is not
2. Identifying the relationship between CX and Service Design and Innovation
3. Recognising the full 15 components of CX maps (*before, during and after*)
4. Exploring how to read and analyse CX maps
5. Identifying problem areas and innovation opportunities
6. Turning CX insights into benefits for the business
7. Using the Business Opportunity Diagnostic Framework to validate your innovation initiatives
8. Learning the difference between journey maps & CX
9. Evaluating the types of innovation generated using the Kano Model
10. Understanding the role employees play in shaping the customer experience
11. Designing more meaningful and productive employees working experiences
12. Evaluating the types of innovation generated using the Kano Model
13. Understanding how brands design strong CX and continue to innovate
14. Exploring various tools for designing internal meetings that foster innovation
15. Learning from the performances, fortunes and misfortunes of other businesses
16. Starting a brand new CX

*We are living in the experience economy.  
CX is the last frontier for differentiation  
and genuine competitive advantage*

## Top Nine Gains *(Key Outcomes)*

1. Reduce cost of sale
2. Innovate faster and better
3. Attract the right customers
4. Retain customers for longer
5. Increase word of mouth
6. Have less focus on price by customers
7. Measure innovation initiatives and progress
8. Reduce employee turnover
9. Become an employer of choice

## Lead facilitator bio



**Loay Ahmed,**  
*Strategic business therapist,  
academic and founder of  
knightscapital*

**Loay Ahmed teaches approaches to business innovation at the MDes postgraduate programme at Ravensbourne University in London.**

He holds a masters degree (MDes) in Service Design Innovation from the same university. His empirical research on B2B Service Design has led him to original contribution through the development of a framework that enhances the B2B innovation process and Customer Experience for SMEs.

**Loay has been in business since 1995.**

He has guided driven CEOs, directors and entrepreneurs on developing brands, services and experiences that has shaped

their future growth. He has assisted and trained senior management teams in brands such as *Volvo, Tesco, Kuwait Finance House, NBK, Wataniya Telecom (now, Ooredoo), Higher Institute of Dramatic Arts, Life Sciences Academy, Salesforce UK* and many others. Loay has been an advance member of the Institute of Directors in the United Kingdom since 2005.

In 2006, he was the recipient of the gold award in brand development from the internationally-judged KREA Awards in Kuwait.

## Co-facilitator bio

**Simon is an experienced design facilitator, trainer and speaker, a director** of Redfront—a human interaction agency—and co-founder of The Data Place—an innovation agency with a focus on data. His specialisms include service design and organisation design.

**His recent clients include** *Mars Global, Government Digital Service, the Met Office, the Food Standards Agency, the RSA, Blur Group, DCMS and the Open Data Institute.*

**Simon delivers the core pathway for the Ravensbourne MDes in Service Design Innovation** along with complementary modules in organisation design, systems thinking and transition design.

He is an Open Data Institute Registered Trainer. Simon also teaches a regular workshop in organisation design at Hyper Island in Manchester.



**Simon Gough,**  
*academic, facilitator, director of Redfront and co-founder of The Data Place*



# Everything for planning your visit

**Dates.** The masterclass is for three days, March 29-31, 2020.

**Duration.** 9 AM - 3 PM. We will start and finish on time. *Please arrive 20 minutes before starting time*

**Location\*.** Symphony Style, A Radisson Collection Hotel, Salmiya, Kuwait. ([Click here for Google Maps](#))

**Car park.** There is parking at and around the hotel. In addition, valet service is provided by the hotel.

**Catching up with work.** We will have enough breaks during the day. So set your phone on silent and focus.

**Note-taking.** Paper notebooks will be provided. Avoid typing on computers; it can be noisy to your fellow participants.

*Digital recording is not allowed*

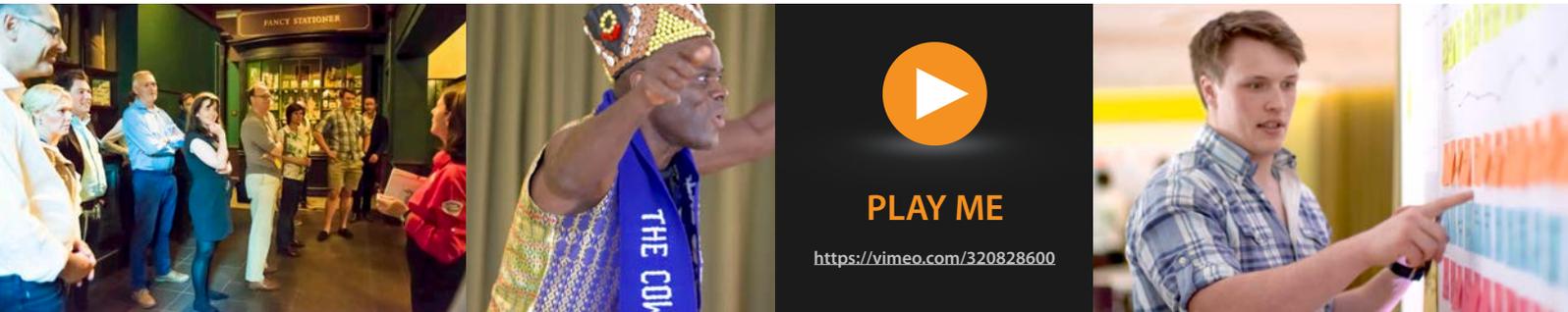
**Food and drinks.** Light breakfast snacks, light lunch, and some sweet treats will be served. Hot and cold drinks will be offered as well.

Allergic, vegan, or have other dietary needs? The hotel will provide variety of options and labels with key ingredients that may cause allergies.

**Certificate of attendance.** You will receive yours at the end of Day 3.

**What to wear.** Wear whatever you want, as long as it is not shorts and/or flip-flops. Keep in mind you will be on your feet for some of the activities, if you're able, and you will go to a building next door for an exercise. We want you to be comfortable. That said, please be aware that **we will be filming and taking photographs** for documenting highlights from the event and the content may be used in future promotional activities. Your attendance means you accept this activity.

*\* The hotel is accessible to participants with special needs. For assistance, contact us (see below).*



# Registration and Contact Details

**Register now.** The programme is limited to 30 attendees. Click on <https://oe.kfas.org.kw/default> to register today

## Contact information

**Email** [training@kfas.org.kw](mailto:training@kfas.org.kw)

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