

ACTIVITY 1 - CREATE THE MISSION (20 minutes)

1. DEFINE A PROBLEM

CX starts with defining a clear business problem to solve. Use the purple cards as a prompt to identify a business problem your company is facing and would like to tackle using CX approaches. Once you have decided on the business problem that you will discuss, translate it into a customer challenge. Your team project will be to solve this customer challenge.



2. ASSEMBLE YOUR TEAM

WHO IS MISSING?

(a) Assembling a cross-functional team is critical to generating support for customer centered solutions. List the roles/functions required to design the CX solution. This is the 'dream team', identify all that you need, unconstrained by the reality of your organization

(b) Now look at your organization(s). Who is missing that you do not have in your organization to make CX successful.



3. TOOLS, TIPS and EXPERIMENTS

(a) The team will need access to tools and expertise to be successful. List all the tools that would be required, even if you are not using these already in your organization today. Note the experiments that are easy to do, and will help you to collect mostly qualitative information, to support your CX design

(b) Now list the tools that you already use, and are familiar with in your organization.

You can use the orange cards (for tools) and green cards (experiments) for hints.

ACTIVITY 2 – MAKE IT SUCCESSFUL

Once the cross-functional CX project has an objective, team members and tools, they will start the process of designing and implementing the CX solution. They will face obstacles (internal and external) that will make it difficult, even prevent them from solving the customer problem and delivering the solution. Identify these obstacles and discuss why it is an obstacle, and how to overcome it. Blue cards are hints in the form of solutions.

INTERNAL OBSTACLES

Identify obstacles and rank these in order of importance, choose the top 2 and answer the questions for each obstacle

Why is this critical to success?

How will you solve it?

EXTERNAL OBSTACLES

Follow the same approach for external obstacles

Why is this critical to success?

How will you solve it?