

Would You Be Your Customer? ©

Tools to re-engineer client touchpoints, leverage Design Thinking methodologies, and build a deeply empathetic, user-centric service culture.



Have you ever seen customer retention stall or communication miss the mark because teams analyze user needs strictly from an internal operational standpoint? Without a structured way to step into the client's shoes, organizations misinterpret what users truly value, leading to generic customer experiences and missed opportunities for innovation.

Would You Be Your Customer?©© equips participants with agile Design Thinking frameworks to analyze and reconfigure client journeys through the eyes of the user. This practical workshop shifts team perspectives from internal processes to deep customer empathy, establishing a shared methodology for creating unique and impactful client experiences.

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• Who is it for?

- Managers and team leaders
- Specialists and individual contributors
- Cross-functional teams working in fast-paced, high-pressure delivery environments
- Professionals who need to re-evaluate client journeys, optimize user experiences, and embed a culture of customer-centric agility across different team operations.

• What will you learn?

How to...

- implement the 5 key phases of the Design Thinking framework: Empathize, Define, Ideate, Prototype, and Test
- map a precise "Customer Persona" and align your internal service perception with the real, day-to-day reality of the user
- deconstruct complex client interactions into critical touchpoints to identify emotional friction and areas for experience optimization
- formulate and communicate simple, high-value solutions to complex user problems while utilizing an agile workflow

• What to expect?

- Immersive, collaborative drafting sessions to create highly visual user maps and deeply analyzed client personas.
- Practical, hands-on application of agile reconfiguration tools to redesign a customer's specific journey and moments of truth.
- Peer presentation and iterative feedback simulations designed to validate and refine the team's newly developed service models.
- A structured action-planning finale to directly translate course breakthroughs into

• How is it delivered?

FORMAT

In-class or online

DURATION

1 day / 6 hours

COHORT

Groups of up to 12 participants