



In the Digital Age, customer needs are changing – and your Telecom has to change along with them.

Our Digital Customer Focus Workshop is a dedicated facilitation session to learn about different customer types and needs, and what capabilities your company must have to serve them properly.

This workshop helps to identify major digital customers' targets, their needs, and the business capabilities that are needed to address these customers. This is a facilitation session dedicated to a single company.

## Who Should Attend?

This workshop is for product management, marketing, sales and customer service specialists, and managers.

## Workshop Content

This one-day workshop comprises:

1. Presentation of major digital trends that affect our Customer Lifecycle.
2. Working in subgroups (facilitated session) to go through:
  - Mapping of customer types for analysis.
  - Exploring their needs – understanding influencing parties, customer needs and problems, and finding potential relationship focus.
  - Designing a solution for each customer type.
  - Validating what capabilities are needed for each solution.
  - Group presentation of results.
3. Discussion summarising lessons learned and providing recommendations for the actions needed.
4. Action prioritisation and assessment.
5. What's next? Internal solutions for your company.

## Course Objectives

To develop better understanding of new types of customers, their needs, and digital capabilities needed by your company to serve them better.

## Prerequisites

None.



## **Workshop Structure**

One-day session comprising: presentation, facilitated discussion, group exercise, and group results presentation.

## **Methodology**

Digital Customer Mapping technique is used to facilitate the workshop.