

**Aimed at:**

Employees and managers from the stationary trade who want to better understand the needs of their customers and inspire them with extraordinary experiences.

Format:

"Customer Centricity Alive" is a format in which participants have the opportunity to walk in their customers' shoes over a longer period of time in order to better understand their needs and wishes through their own experience. This is achieved through the use of modern design thinking methods such as persona work, customer journeys and interviews. Based on the experiences gained, ideas for extraordinary customer experiences are created in F2F contact, which in turn are tested as a prototype with the customer and then implemented.

The management module "Empower mindset change" is offered as an option. Virtual coaching units enable the store manager/team leader to establish a customer centricity mindset among their own employees and to anchor it in the team culture.

**Programme Goals: :**

The participants participating in this programme shall...

- know the importance of customer centricity in retail
- better understand the world in which their customers live
- know the needs and expectations of their customers
- experience the application of the Design Thinking Process
- develop, test and implement creative ideas for extraordinary customer experiences
- anchor a customer centricity attitude among their employees and accompany the corresponding behaviour (FK module)

**Content:**

- Importance of customer centricity and added value for the stationary trade
- Methods of Design Thinking and relevant attitudes
- Persona Work, Customer Journeys and Customer Surveys
- Idea generation for customer centricity in your own store
- Definition of measures and their validation at the customer
- Implementation of the defined measures in the "store"
- Role of the executive in customer centricity, support of a mindset change, team motivation (FK module)

**Group Size:**

6-10 participants, 1-2 managers, 1 coach

Duration:

3 workshops of 1 day each over a period of 2 months.

Phases in between 2-3 weeks each for the customer journey, customer survey and the promotion of first ideas in the store.

FK module: 3 virtual coaching units of 2 h each

**Conditions:**

The fee for adapting the concept to your individual needs, the preparation, execution and follow-up of the workshops as well as the optional management module are available on request.