

# *Transforming* the Customer Experience

Building  
Lifelong  
Customer  
Relationships  
through  
Innovation



## **DISCOVERING THE BREAKTHROUGH CX EXPERIENCE**

November 1-2, 2017 • 12 PDUs  
March 22-23, 2018 • 12 PDUs

## **DESIGNING VALUE-ADDED CX SOLUTIONS**

May 1-2, 2018 • 12 PDUs

## **DEPLOYING THE CUSTOMER-CENTRIC ORGANIZATION**

June 19-20, 2018 • 12 PDUs

visit [www.BW.EDU/CPD](http://www.BW.EDU/CPD) or call 440.826.2253

# Transforming the Customer Experience

Building Lifelong Customer Relationships through Innovation

Transformative customer experience programs go far beyond automating for cost reduction and reinventing processes for improved customer satisfaction. They are the intersection of strategic marketing, out-of-the-box thinking and operational innovation. These programs have the exciting potential to:

- Increase revenue
- Strengthen customer loyalty
- Expand market share
- Generate customer referrals

While big name success stories (Uber, Disney, Zappos) are heralded in business media, most organizations focus on incremental improvements to efficiency and service instead of fundamental innovation of the entire end-to-end customer experience.

How can your organization bring together innovators, process owners and technology experts to transform the customer experience and generate dramatic growth? Baldwin Wallace University and Orion Development Group have created a three-module program to help you.

## WHO SHOULD ATTEND

This is a management program that will help you innovate processes and redefine both the customer experience and your organization's competitive position in the marketplace. Participants should include:

- Service/Product Line leaders
- Business Analysis managers
- Brand managers
- Information Technology leaders
- Business Process owners
- Senior leaders who own the customer relationship
- Customer Service leaders and Customer Relationship managers
- Members of a supply chain, IT or process transformation team

Regardless of industry, this program is appropriate for any manager in an organization that believes in the value of a customer relationship.



## Concept in Action

Disney's MagicBand is an excellent example of a transformative customer experience that increases satisfaction, loyalty and market share. With the holistic process and technology changes that enable this innovative customer experience, Disney guests can:

- Bypass the hotel front desk check-in process
- Unlock their hotel room door with their MagicBand
- Bypass ticket lines to enter theme and water parks
- Check in at FastPass+ entrances
- Automatically order PhotoPass images
- Order restaurant meals in advance
- Pay for food and merchandise
- Personalize their Disney experience

These innovations dramatically reduce wait times, allow the customer to enjoy more rides, and differentiate Disney from other theme parks. They also generate invaluable data to drive future improvements.

*Disney and MagicBands are trademarks of the Walt Disney Company.*

## DISCOVERING THE BREAKTHROUGH CUSTOMER EXPERIENCE • 12 PDUs

### LEARNING OBJECTIVES

- Infer business value of lifelong relationships
- Assess how customer experience impacts market position
- Look at your business through the customer's eyes
- Understand the emotional impact of business processes and touch points
- Identify opportunities to make business process changes that will enhance the customer experience

- and increase customer loyalty
- Devise creative customer experience solutions
- Evaluate which ideas make most sense for your business
- Sell the concept to internal stakeholders

### PROGRAM HIGHLIGHTS

- I. Strategic Innovation
- II. Rethinking the Customer Experience
- III. Process Innovation

[Click here for more information](#)



*This course is designed to help your business leaders envision innovations that not only delight the customer but have dramatic impact on your value proposition, strategic goals and revenue.*

## DESIGNING VALUE-ADDED CUSTOMER EXPERIENCE SOLUTIONS • 12 PDUs

### LEARNING OBJECTIVES

- Evaluate the degree and types of change necessary to transform the customer experience
- Define To-Be business processes
- Identify enabling technology
- Document and manage customer experience business requirements
- Collaborate with users and developers to define technical and operational solutions

- Perform cost-benefit analysis for a proposed solution

### PROGRAM HIGHLIGHTS

- I. Process Redesign vs. Process Creation
- II. Clarifying Business Requirements
- III. Solution Definition and Design
- IV. Building the Business Case

[Click here for more information](#)



*This course is designed to help your business, operations and IT leaders convert big, strategic CX ideas into an actionable plan with a sustainable business case.*

## DEPLOYING THE CUSTOMER-CENTRIC ORGANIZATION • 12 PDUs

### LEARNING OBJECTIVES

- Convert documented requirements into effectively deployed solutions
- Assure operational, organizational and technology development efforts align with the intended customer experience
- Capture customer/user feedback during deployment
- Assess ability of organization to standardize on new processes, technology and culture

- Measure the customer impact of new processes and technology
- Understand the essentials of becoming a customer-focused organization

### PROGRAM HIGHLIGHTS

- I. Customer Focus and Solution Development
- II. Transformation Planning
- III. Organizational Readiness
- IV. Validating Customer Impact
- V. Cultural Transformation

[Click here for more information](#)



*This course is designed to help your operations and IT leaders implement the transformative CX solution and effect the culture change necessary for the technical solution to truly deliver return on investment for the customer and your organization.*

## CUSTOMER EXPERIENCE CONSULTING SERVICES

Envisioning and deploying a breakthrough customer experience is one of the most impactful and exciting projects you and your team can participate in. The training Baldwin Wallace offers can help you on that journey. However, if your organization needs to move immediately on a mission-critical initiative, BW can provide targeted consulting services to assure your success. Options include:

### STRATEGIC CX ASSESSMENT & PLANNING

How does your customer experience stack up against the competition? What improvements are needed to improve your organization's strategic position? Our team can help you make sure CX improvement efforts have maximum benefit for your organization, as well as your customers.

### CX VISION SESSION

Innovation is a team sport and actionable ideas do not come easily. BW can help your leadership team develop your new CX concept and its supporting value proposition

### CUSTOMER JOURNEY MAPPING

Journey maps provide the critical outside-in view of your organization that should inform improvement efforts for every value-creating business process. Let our experts facilitate the sessions and jumpstart your journey toward a customer-centric organization

### OPERATIONAL CX ASSESSMENT

Customer experiences are delivered by business processes. Linking the customer journey with internal operations will reveal opportunities throughout your organization for process changes that will have positive impact on your customers.

### CX SOLUTION DEVELOPMENT

Getting your breakthrough CX vision off the drawing board and into reality is a multi-discipline effort. BW can help you map To-Be processes, document new business requirements and procure the technologies needed to enable amazing customer experiences.

**Call Connie King** at (440) 825-3821 to discuss how you can multiply the benefits and save money by bringing these services on site.

## LEARN FROM THE BEST



**Amanda Dietz** is Vice President – Solution Integration for Orion Development Group. She has more than 25 years of experience in operations management, process

innovation, technology deployment and customer service. As a trainer and consultant, Ms. Dietz is able to leverage her diverse expertise and strategic outlook to help clients implement and fully realize the benefits of process and technology change.

Prior to joining Orion, Ms. Dietz attained extensive quality and process management experience in the corporate world, principally in the Financial Services sector. She served on the senior management teams for two companies (InTuition and Wells Fargo).

As an instructor, Ms. Dietz teaches at universities throughout the United States and for Orion partners overseas. She consistently receives outstanding reviews from seminar participants.



**Kathy Fawcett** is the Customer Experience Practice Leader for Orion Development Group and Founder of BringIT. She has more than 30 years of experience

leveraging process innovation and information technology to transform the customer experience for name-brand corporations.

Prior to her work with Orion, Ms. Fawcett was Vice President, Information Technology for The Walt Disney Company where she managed all phases of systems life cycle and led transformative initiatives that delivered dramatic improvements for Disney's customers and the corporation. Prior to those successes, Ms. Fawcett managed point of sale systems development and support for the largest full-service dining company in the world (Darden) where she created systems that enabled full-service dining support for Olive Garden and Red Lobster. Ms. Fawcett began her career with 10 years of international consulting experience.

Ms. Fawcett earned her Bachelor of Science in Business Administration/Computer Science from the University of Florida. She has certifications in Information Technology Infrastructure Library (ITIL) and Lean Six Sigma (Black Belt).





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## REGISTRATION

### COURSE LOCATION:

Baldwin Wallace University  
Center for Innovation & Growth  
340 Front Street  
Berea, Ohio

**TIME:** 9 a.m. to 4 p.m.

### COURSE FEES:

**Green Belt Training** (5-Days): \$3,999

**Yellow Belt Training** (2-Days): \$899-\$999

**Two-Day Process Management Courses:** \$895 per course if paid at least 15 business days prior to the course date (\$995 afterwards).

All courses may be taken individually. Course fees include program materials, continental breakfast, and lunches daily.

**PROGRAM DISCOUNTS:** (No discounts on Green Belt)

**10% Early Registration Discount** – When you register 15 business days or more before the start of the program.

**15% Discount** – When you register for all of the courses within a Certificate Program.

**15% Discount** – for BW University current students, or BW alumni of degreed alumni.

### REGISTRATION INFORMATION:

**Phone:** 440.826.2253

**Online:** [www.bw.edu/cpd](http://www.bw.edu/cpd)

**Location:** Courses will be held at the Baldwin Wallace University campus, Center for Innovation & Growth, in Berea.

### MAILING ADDRESS:

Baldwin Wallace Professional Development  
275 Eastland Road  
Berea, OH 44017