

Take your CX skills to the next level



Join W5 for a virtual **CX Masterclass Series** developed for individuals and teams that:

- Need to stay close to their customers in order to succeed.
- Are looking for better ways to measure CX performance and access new insights.
- Are responsible for supporting and driving their brand's CX programme.
- Seek to design and review processes, products and services to meet their customers' needs.

With a radically changed post-pandemic consumer landscape, it's imperative for organisations and individuals to build on their CX competencies and capabilities. This series is for those seeking to pump new energy into an existing or new CX programme.

Participant numbers are limited to enable peer learning and the exchange of ideas.

Don't miss this opportunity, book your space today!

*Fee per Masterclass: €150 Or book all 3 for only €400

1

Customer Listening & Understanding

Thursday October 7th 10am-1pm

2

Customer Centric Design

Thursday November 4th 10am-1pm

3

Mobilising CX - Making things happen

Thursday December 2nd 10am-1pm

W5 are delighted to collaborate with Technology Ireland ICT Skillnet and CCMA Ireland to deliver this series of three virtual CX Masterclasses.

*These fees are subsidised by Technology Ireland ICT Skillnet. Attendees are only eligible for these subsidised fees provided they are working in private or commercial semi-state organisations registered in the Republic of Ireland.



The CX Masterclass Series

Participant numbers are limited to enable peer learning and the exchange of ideas.
The fee for each Masterclass is €150 or €400 for all three.



1

Customer Listening & Understanding

Build an Outstanding Voice of Customer Programme built on twin pillars of listening and understanding

- Defining your customers and understanding their importance to your business
- Hallmarks of an outstanding Voice of Customer Programme
- Measurement & metrics
- Turning insights into action

Key Learning Outcomes/Takeaways

- How to gather feedback
- Evaluating research channels/methodology
- What Metrics to collect and why
- Defining and measuring touchpoints (customer channel)
- Leads management approach

Thursday Oct 7th 10am -1pm

2

Customer Centric Design

Learn the principles of customer centric design, build empathy and start mapping your customer journeys

- CX, Customer Centric Design and Customer Journey Mapping (CJM)
- Persona development and empathy mapping
- Building a CJM
- Applying CJM in your organisation

Key Learning Outcomes/Takeaways

- An understanding of journey mapping as a tool
- When and how to use customer journey maps
- How to get started - creating a customer persona, empathy map and journey map
- Templates and tools to take away

Thursday Nov 4th 10am -1pm

3

Mobilising CX – Making things happen

The structures and strategies needed to get your organisation to buy into customer centricity

- Defining your strategy and goals
- What is CX Governance?
- Understanding and managing stakeholders in the organisation
- Engaging employees to do the right thing for customers

Key Learning Outcomes/Takeaways

- How to embed a programme of CX management in the organisation
- How to manage key stakeholders
- How to motivate employees to take part

Thursday Dec 2nd 10am -1pm

REGISTER YOUR PLACE

MAKE AN ENQUIRY

About W5

W5 is Ireland's leading CX Advisory firm established in 2001. W5 are CX specialists delivering a range of advisory services to clients with an unrivaled depth and breadth of experience across multiple sectors and industries.

CX coaches

An accomplished researcher with a foundation in both academic and commercial research, Ceara has specialised in CX measurement and design since 2009 working across a range of B2B and B2C clients and industries. W5's CX measurement work for Gas Networks Ireland designed and mobilised by Ceara has been recognised internationally.



Ceara Nevin
Associate Director

Susan has over 25 years working in a variety of roles that involve driving positive change for customers. Her expertise in CX measurement, Management and Service Design spans financial services, telecoms, transport, education, health/lifestyle and the community/voluntary sectors. She is passionate about delivering for customers and is behind a number of W5's award-winning voice of customer programmes.



Susan Ní Dhubhlaoich
Associate Director