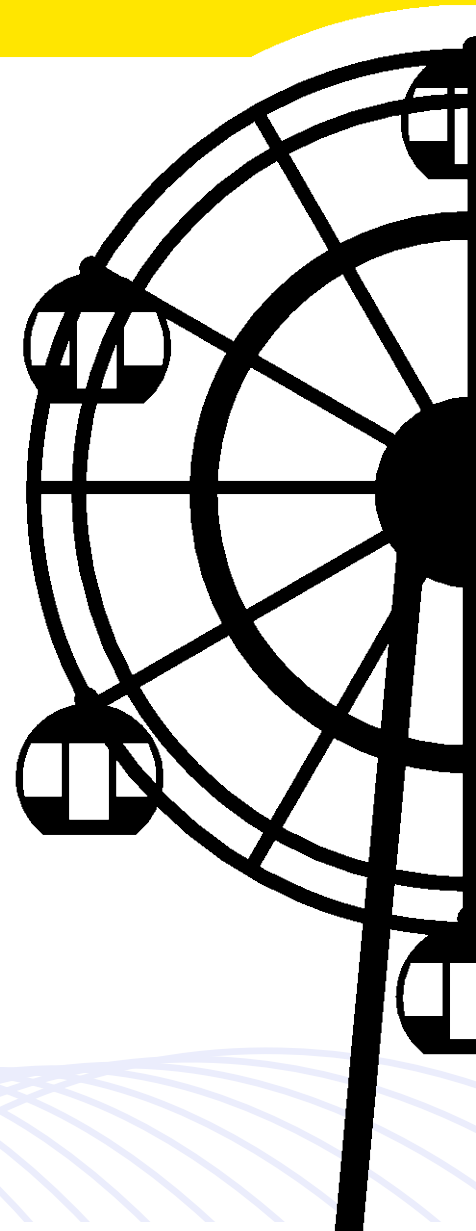


Ex- Based

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experience-based economy

The Customer Experience Tool



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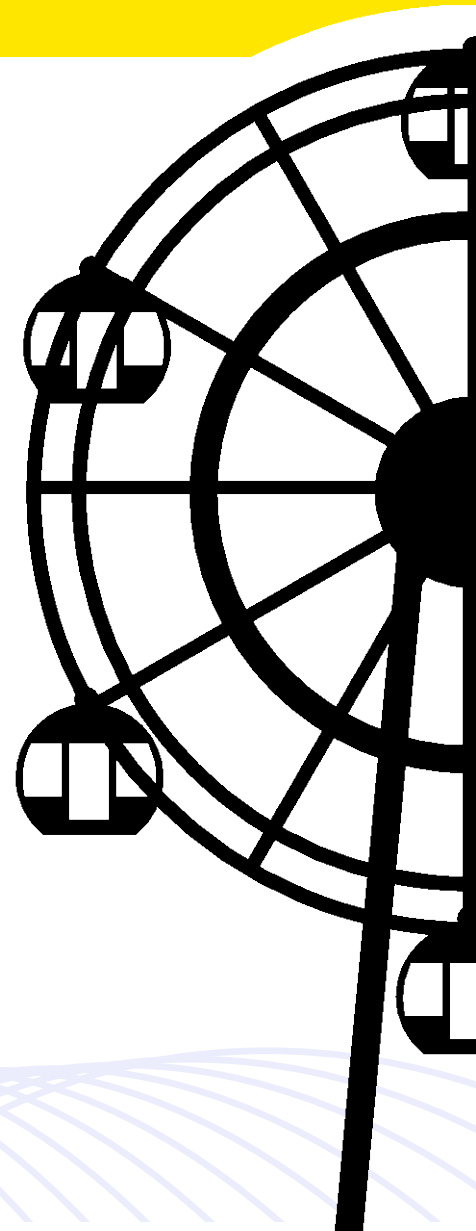
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What the Tool is for:

Explaining what the experience economy is

- by means of an experiential exercise
- by underpinning with background and explanation



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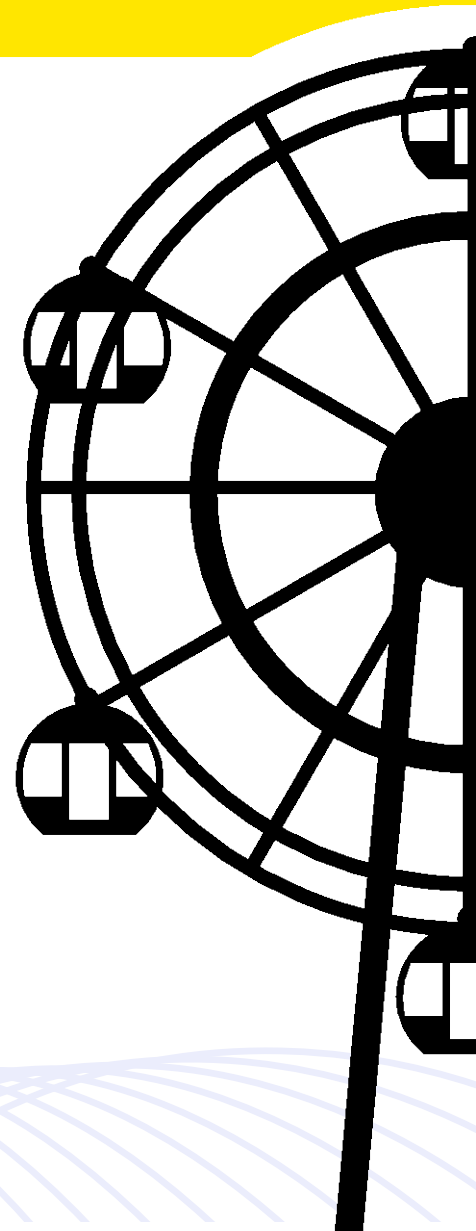
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What the Tool is for:

Enabling the participating business to relate the experience economy to its products and services

- by taking a product and service and running it through an exercise
- by supporting the above with reflection and discussion with the business consultant



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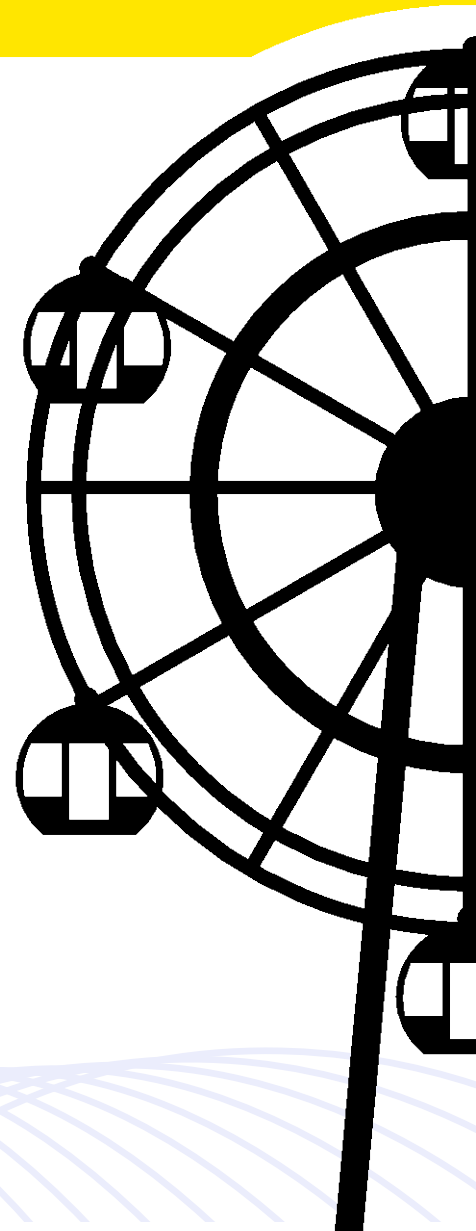
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What the Tool is for:

Enabling the company to take steps to improving its engagement with the experience economy

- by following a guided methodology with a consultant/advisor
- by following an action plan to take the ideas further



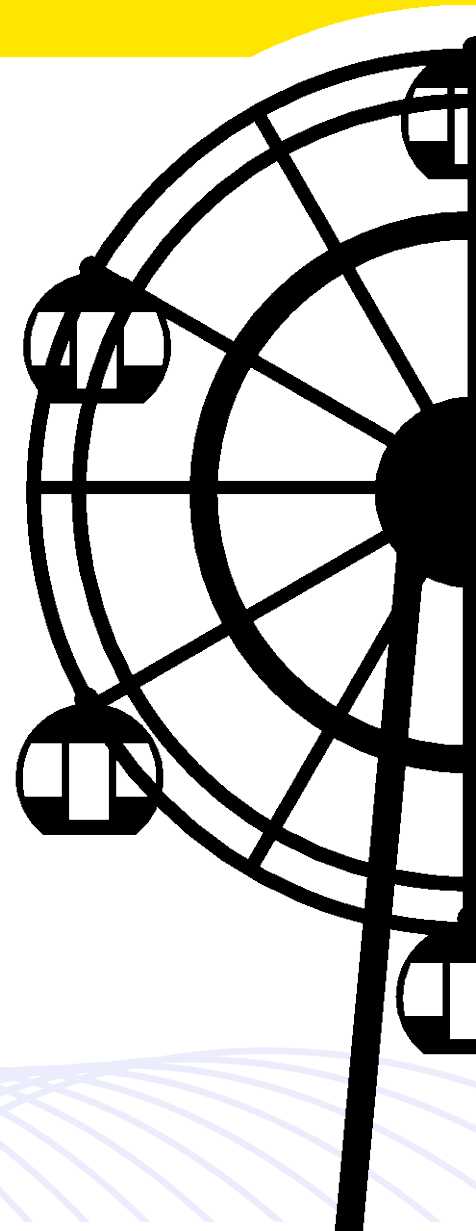
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Key points:

- The Customer Experience Tool is experiential
- The purpose of each stage is to develop understanding
- The consultant can therefore track how the business's attitude and understanding are developing
- The stages can be treated as modules so that it can be used in one session or over a period of time



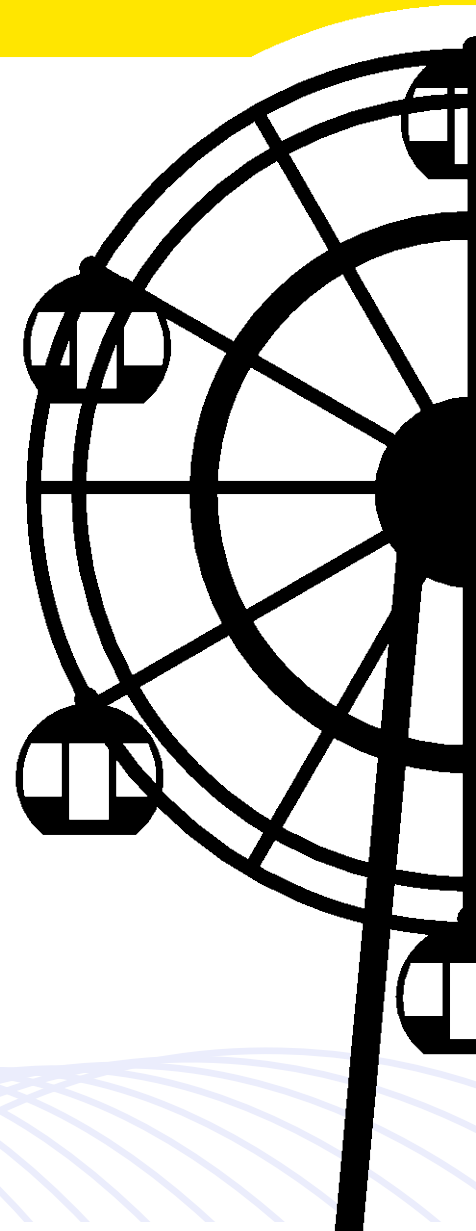
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What do I need?

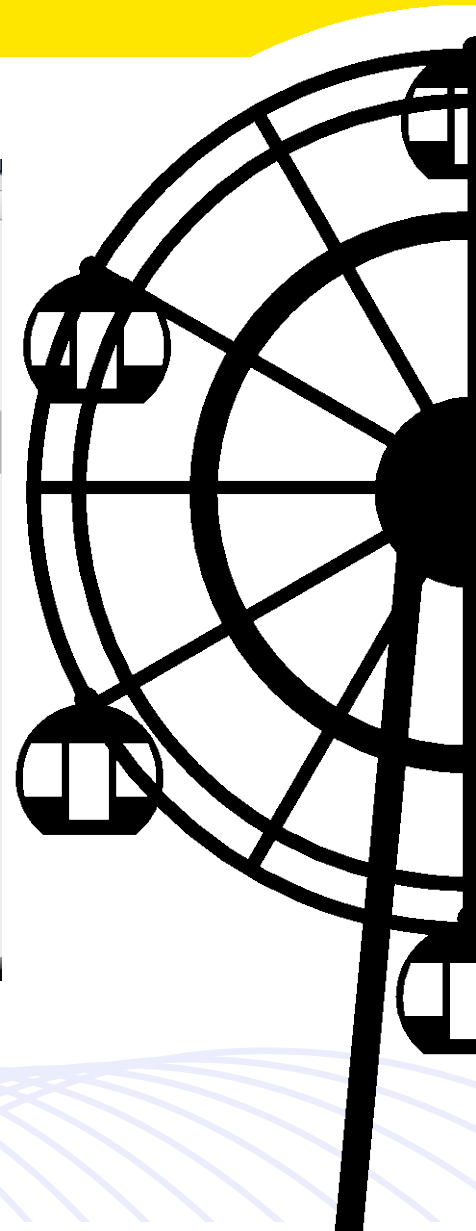
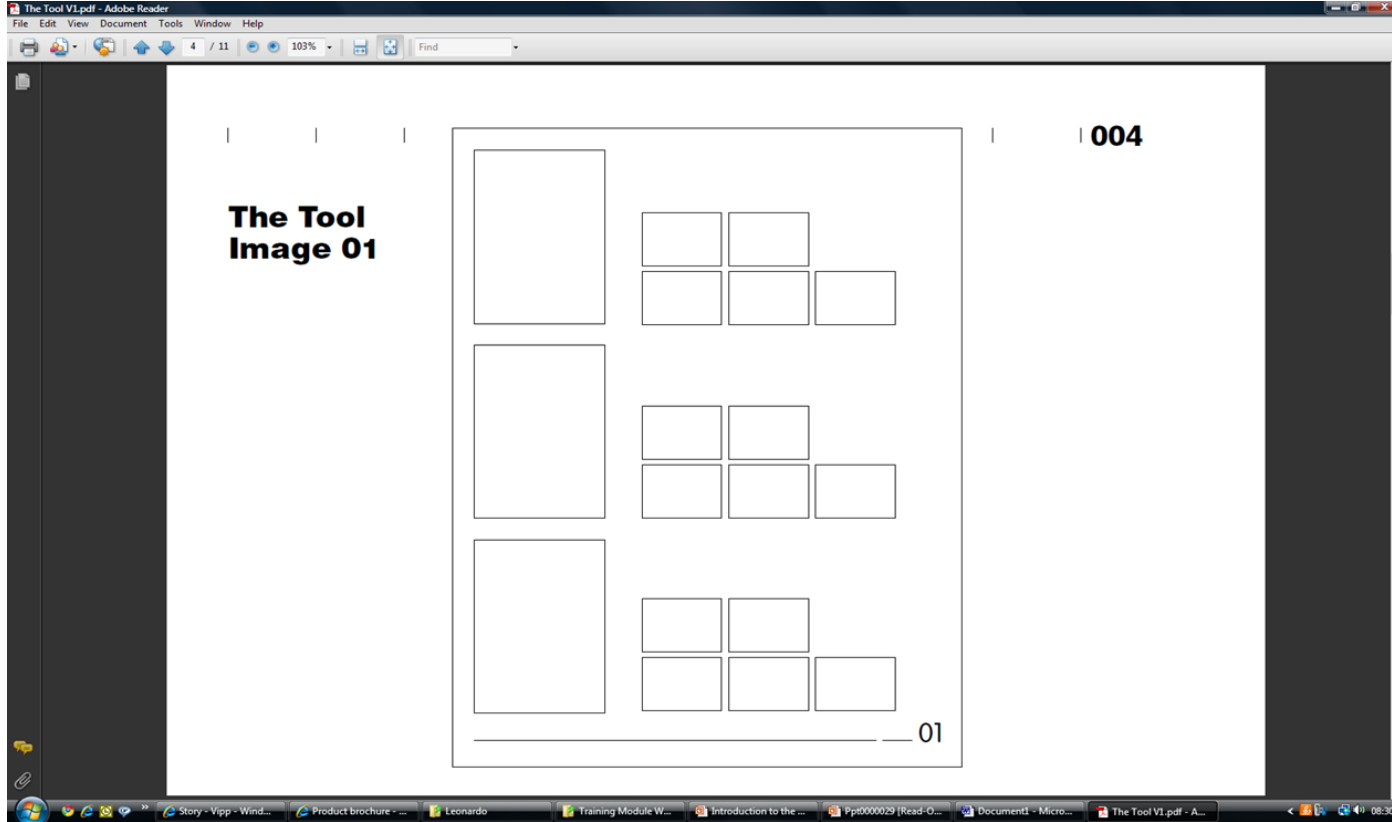
- Uses A2 sheets (one per stage)
- Each containing 3 empty image slots
- And 15 empty word slots
- Box of images
- Box of words
- Facilitated by the consultant, the participant group (the business) selects images and applies words to those images
- The optimum group size is 6-8



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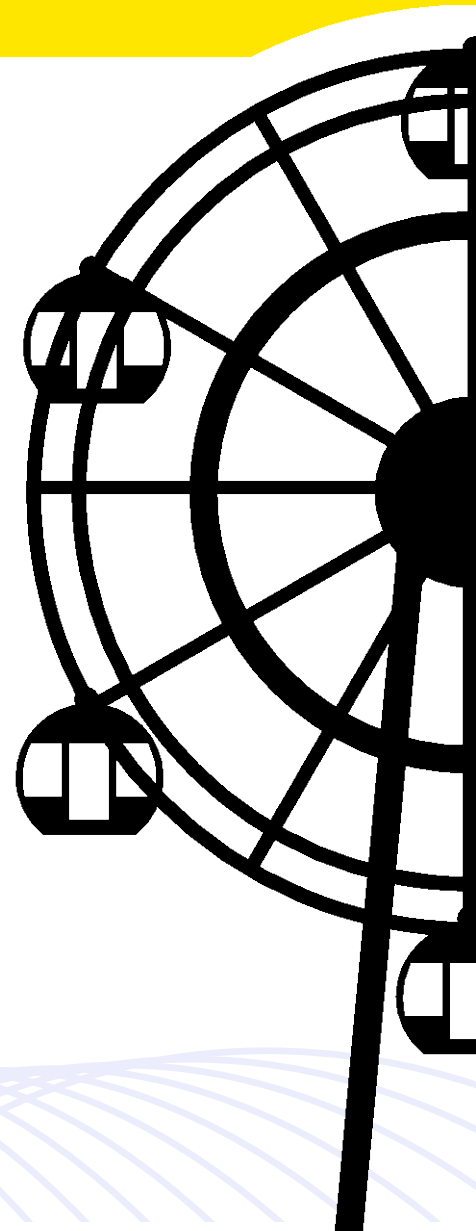
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Stage One – The Bad Experience

The purpose of this stage is to introduce the importance of “experience” and open up discussion of “a bad experience”

- Participants are invited to select (3) images which they relate to a bad experience e.g. airport lounge; restaurant; utilities providers etc.



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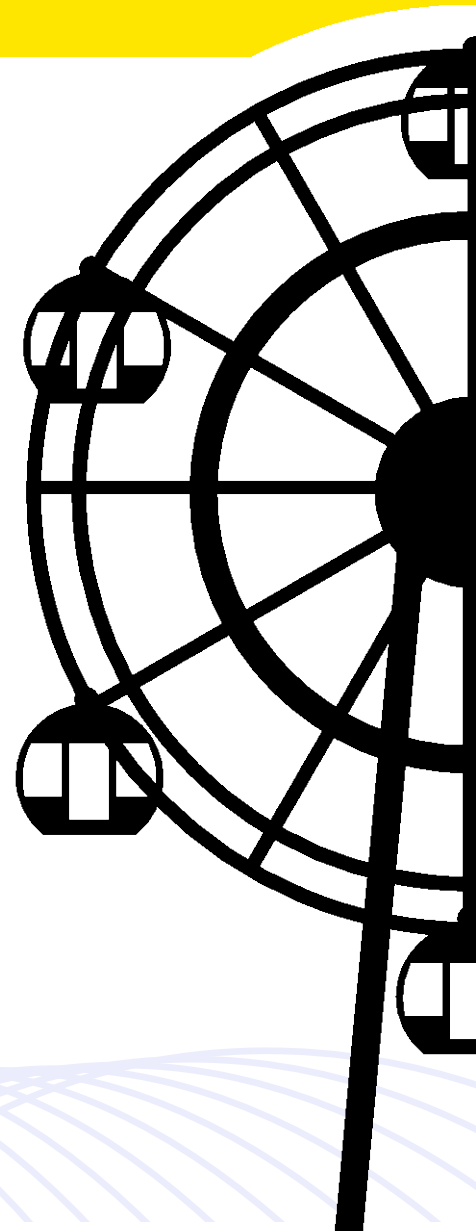
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Stage One – The Bad Experience

- They are then invited to describe their bad experience and in doing so to select (5) words for each image which capture their feelings e.g. frustration; disappointed expectation; irritation; anxiety etc.

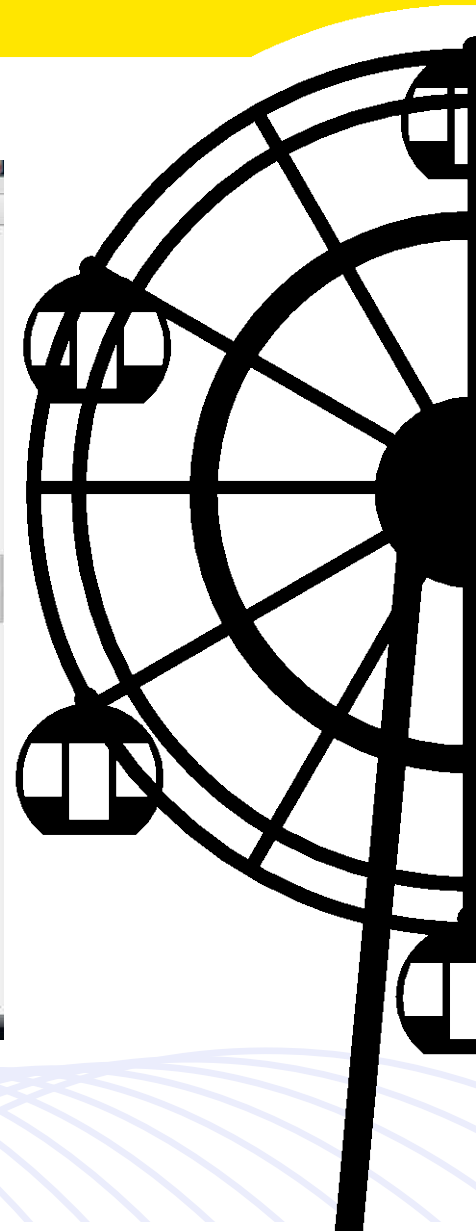
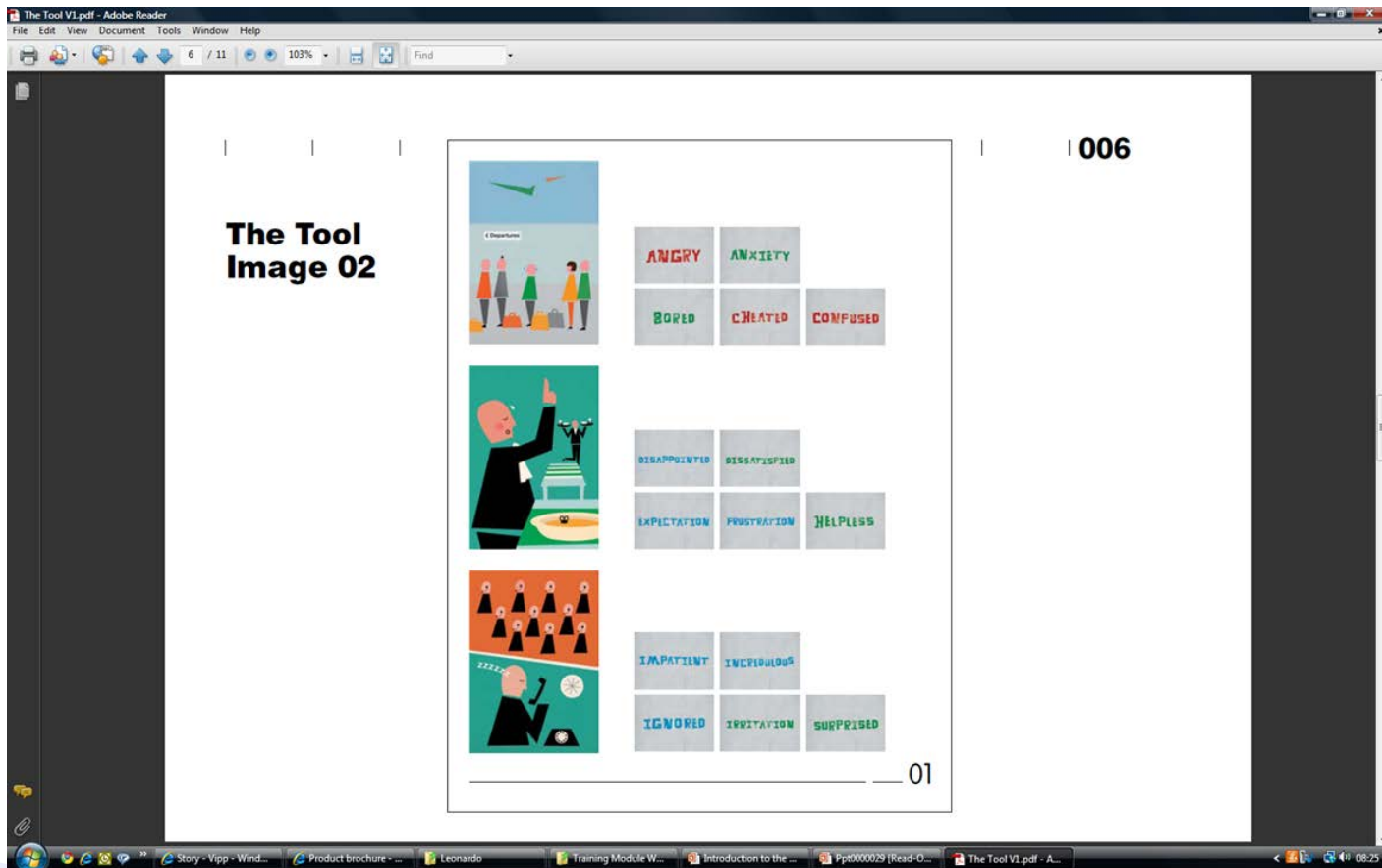
The learning from this stage is understanding what the customer (me) feels as a result of a bad experience.



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experience-based economy



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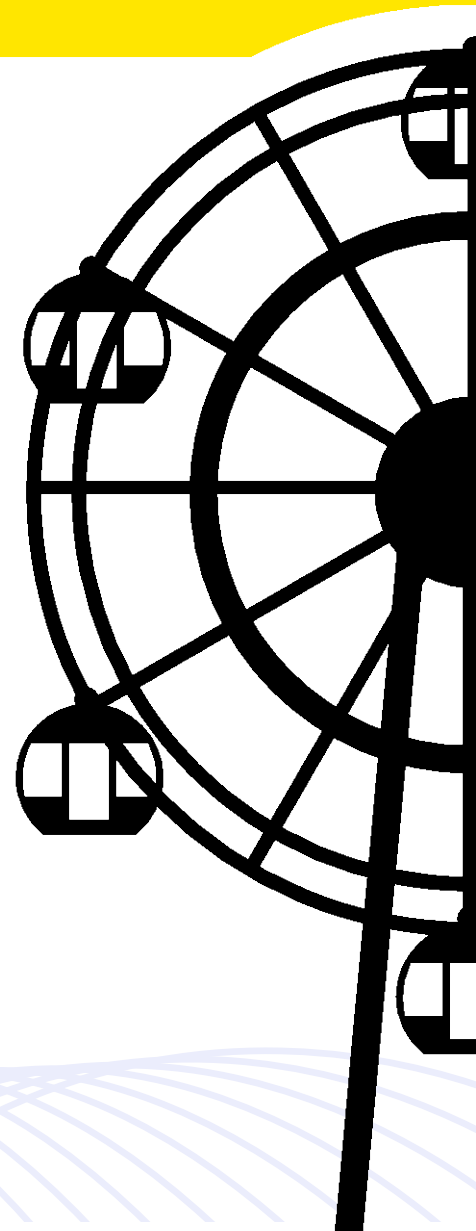
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experience-based economy

Stage Two – The Good Experience

The purpose of this stage is to further demonstrate the importance of “experience” and open up to discussion on the impact of “a good experience”

- Participants are invited to select (3) images which they relate to a good experience e.g. airport lounge; restaurant; utilities providers etc.



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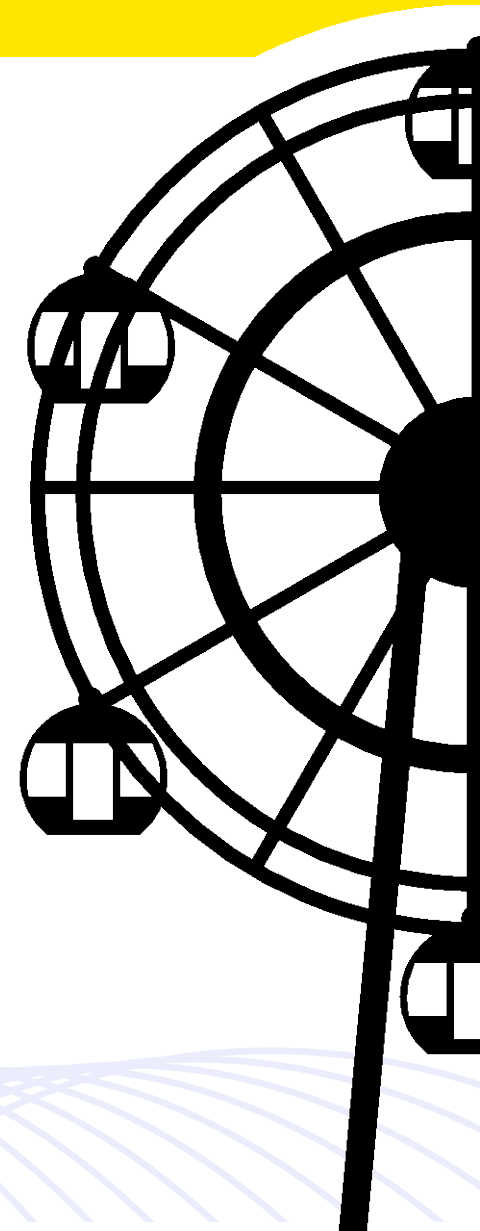
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experience-based economy

Stage Two – The Good Experience

- They are then invited to describe their good experience and in doing so to select (5) words for each image which capture their feelings e.g. excitement; joy; pride; discovery; etc.

The learning from this stage is understanding what the customer (me) feels as a result of a good experience.



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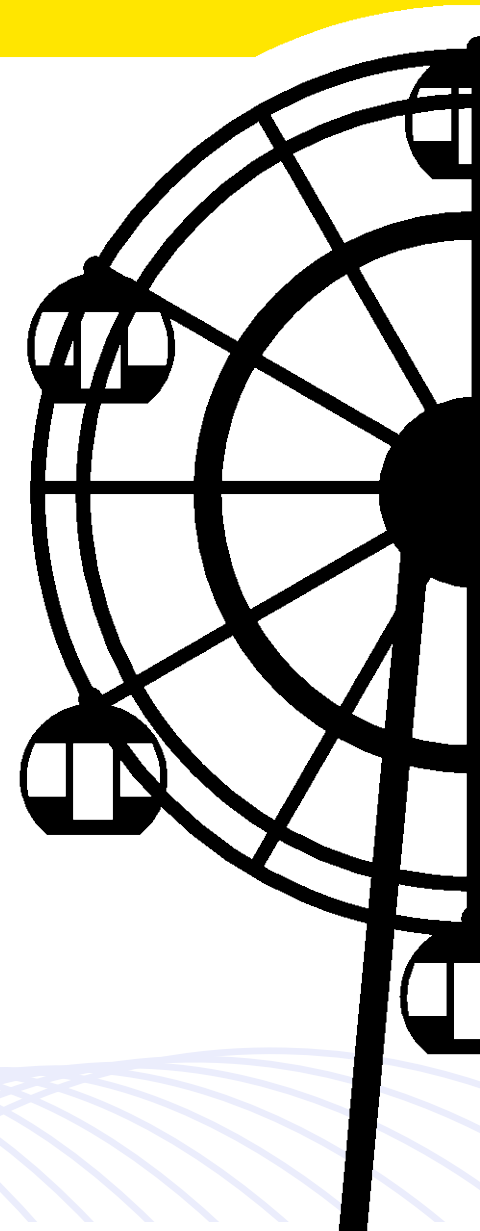
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Stage Three – Our Products/Services

The purpose of this stage is to enable the business to articulate what it knows about how its customers experience its products/services.

- Participants are invited to provide or draw/illustrate (3) images of their existing products/services



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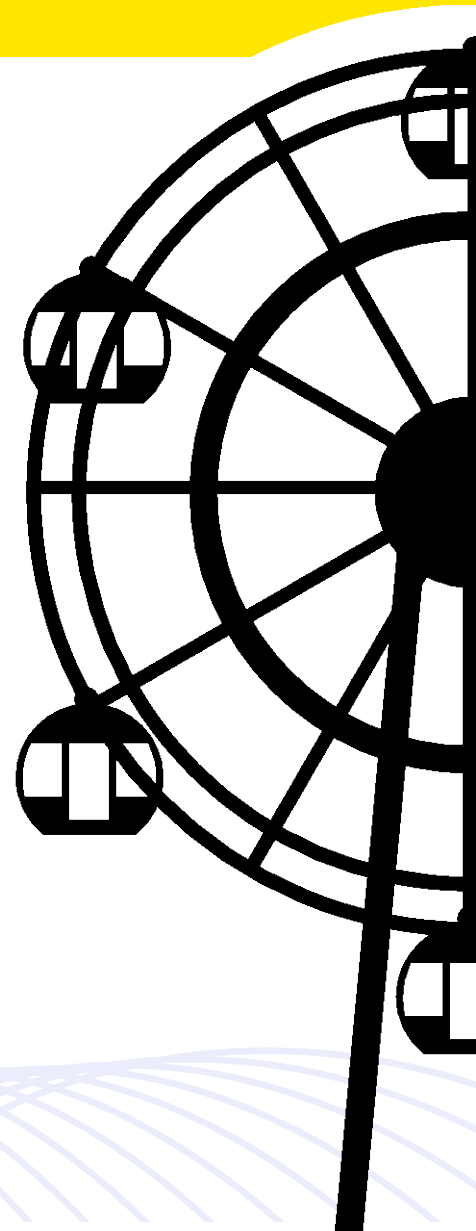


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Stage Three – Our Products/Services

- They are then invited to select (5) words for each image which describe what they understand to be their customers experience of those products/services
- The consultant might invite participants to include broader aspects of the business in this exercise e.g. how do customers experience our website; our receptionist; our premises; our billing system etc.

The learning from this stage is understanding my customer as a person who experiences things as I do.



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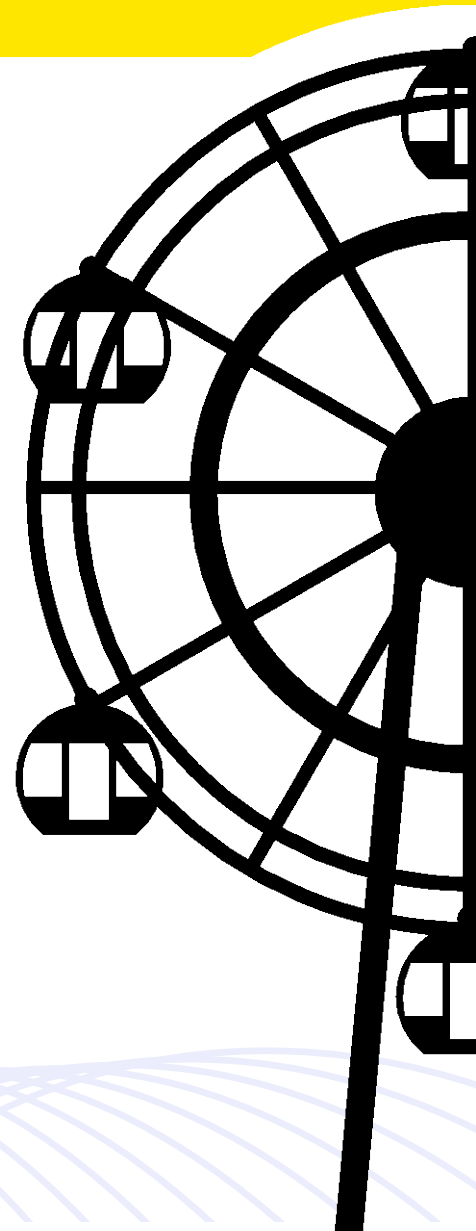
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Stage Four – The Experience Economy

The purpose of this stage is to introduce the business to the concept of the experience economy so that they can begin to see opportunities for developing their products and/or services

- Participants are shown the PowerPoint introduction to the Experience Economy

The learning from this stage is an appreciation that the experience economy has both a theoretical base and a track record



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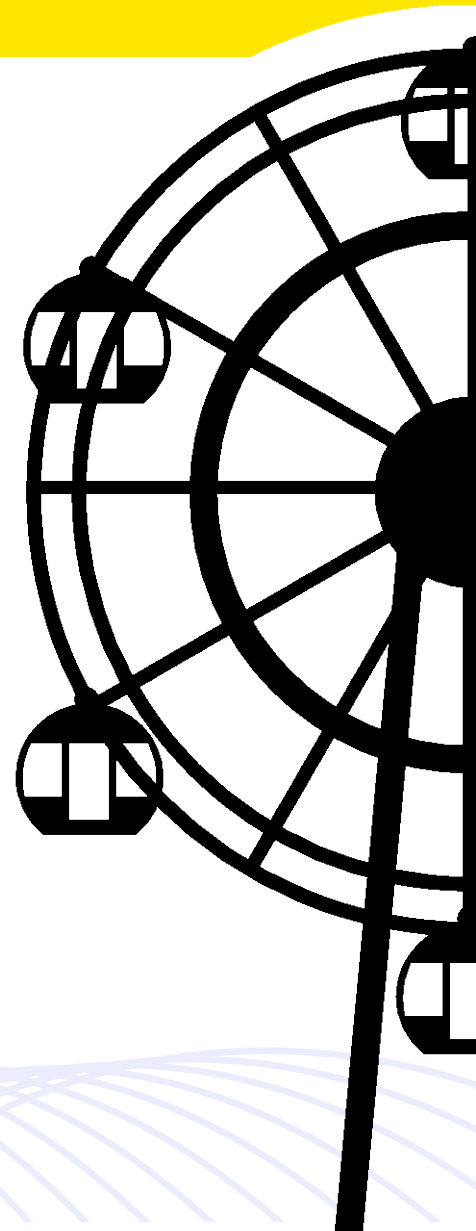
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Stage Five – Case Study

The purpose of this stage is to show the business an example of a company that has used an aspect of the experience economy to re-model their business offer

- The participants are shown the PowerPoint *VIPP Case Study*

The learning from this stage is to see the concept of the experience economy being applied



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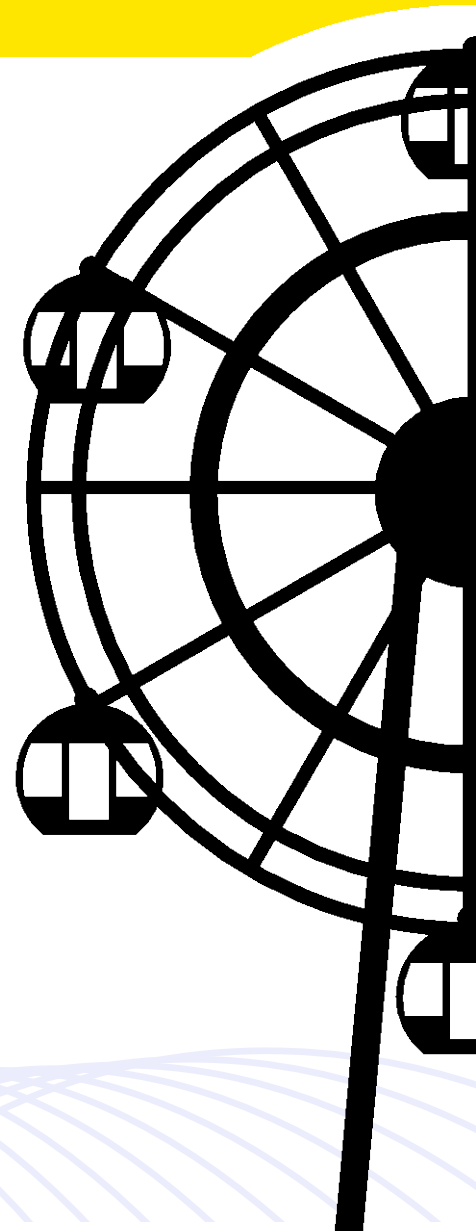
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Stage Six – Developing the Ideas

The purpose of this stage is to provide the business with an opportunity to review its products and services in the light of the above discussions

- The consultant may chose another tool to take the business through this stage
- The Five Senses Tool encourages the business to think about all aspects of creating an experience



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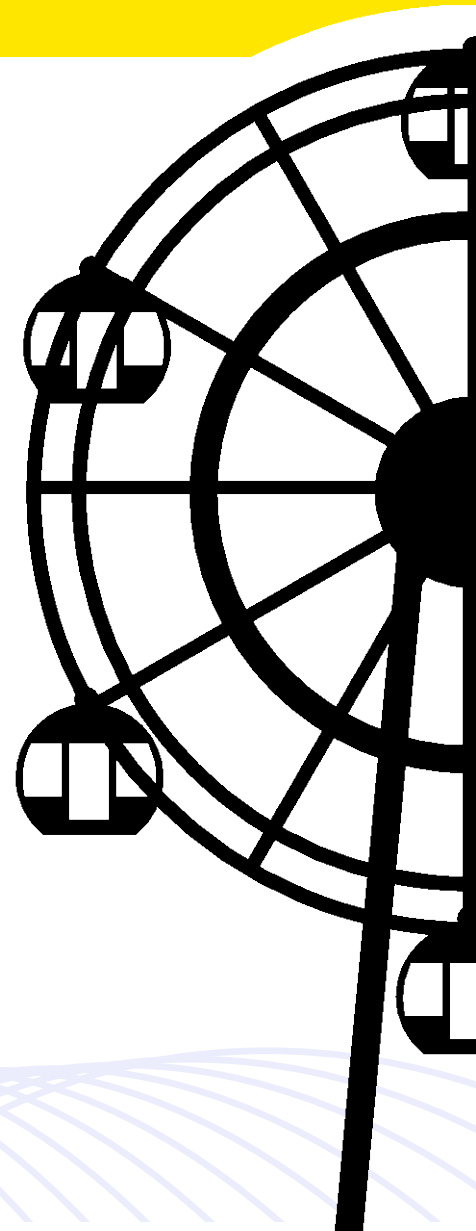
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Stage Six – Developing the Ideas

- The Prioritising Tool helps the business focus on the options best suited to its products and services

The consultant will follow the instruction for the selected tool



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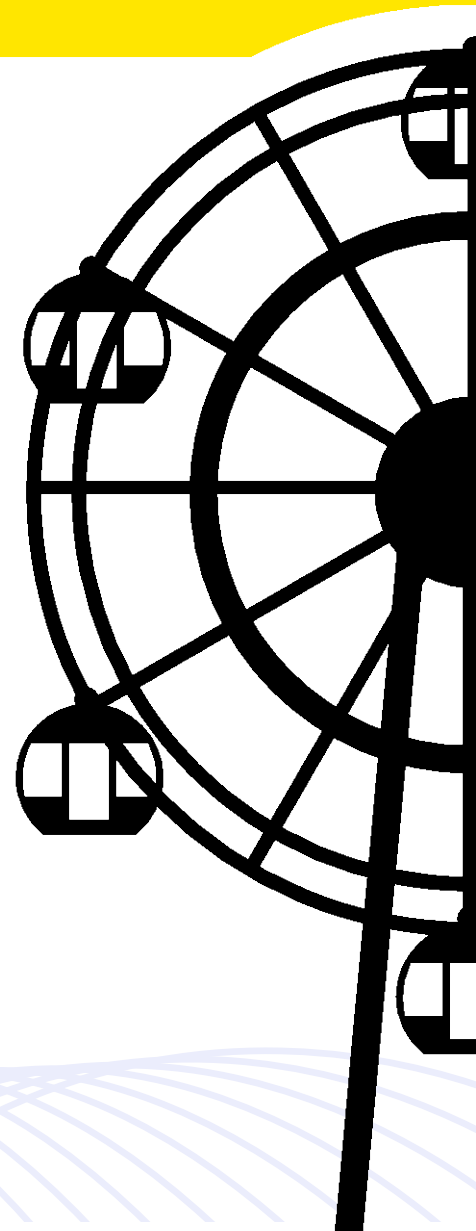


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Stage Seven – Action Planning/Next Steps

The purpose of this stage is to agree with the business what it needs to do next and what support it needs

- The consultant will facilitate a feedback discussion and encourage the business to think positively about how it can take action
- The consultant will use her/his local knowledge to agree the next stage with the business.



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Stage Seven – Action Planning/Next Steps

The consultant might:

- ✓ Suggest follow up consultancy sessions
- ✓ Offer advice on access to funding for follow up work
- ✓ Offer to summarise the workshop into a report so that the business has an agenda for its next steps
- ✓ Offer information on online resources for follow up work
- ✓ Signpost the business to other sources of advice/assistance

