



Is your customer experience making an impact?

Or not?

Workshops to help you accelerate to your next great customer experience



Your CX Trek

1

Getting Started:
Digital Foundation

Instant Insight

Successful Change

2

Increasing Momentum:
Digital Empowerment

Sitecore Optimization

Insight Discovery

3

Leading the Market:
Digital Innovation

Instant Insight

Successful Change

Great customer experiences don't happen by accident.

They require a vision and a plan to get there. It takes a lot of work to get there. Strategy, creativity, analytics, and optimization of all of it to name a few. Use one of our workshops to help you gain momentum.

Your CX Trek

Helping you meet your business objectives through human-centered, possibility-driven, options-focused and iterative outcomes



DISCOVER

Empathy and Research to understand people

Samples of Methods

- Sketching, Storyboards
- Diagrams, Wireframes
- Interactive Simulations
- Working Code
- Ethnography
- User research
- User observations
- Personas
- Journey Maps
- Empathy Maps
- Brainstorming
- User workshops
- Sketching
- Storyboards



DESCRIBE

Clear Understanding and Definition of the Problem

- Test Workshops
- A/B Testing



IDEATE

Reframe the problem and consider many solutions



PROTOTYPE

Visualize Ideas and encourage quick feedback



TEST

Iterate and Incorporate feedback; test multiple options and hypothesis



IMPLEMENT

Launch solution and continue to iterate based on ongoing testing and feedback

Instant Insight

You need to present your unique data set in a way that is consumable and actionable for others and you need to do it today.

Bring your own data and we teach you how to apply Power BI and anchor you in sound leading visualization techniques in analytics.

Build dashboards that others can easily understand, interpret and derive insights from.

Bank on the improved collaboration and sharing with others.

Who it's for



Business

Marketing

Technology

Innovation



Instant Insight



What it looks like

An energetic and productive day-long workshop designed to help your team build value for your organization leveraging the power of data and visualizations.

We'll work along-side you and your teams to create a prototype set of usable reports and dashboards to take back to your organization. You will be ready to share these reports with your organization for sharing and interpretation by others.



Lab 1 Design	Lab 2 Orientation	Lab 3 Development	Lab 4 Publish
BEGIN IT <ul style="list-style-type: none"> • Scenario Context • Organization Insights • End-User Assumptions 	BRING IT <ul style="list-style-type: none"> • Expectations for the Day • Introduction to Power BI • Review of Data Set 	BUILD IT <ul style="list-style-type: none"> • Build first data model in Power BI • Create visualizations aligned to your vision in earlier lab • Create measures and KPI's 	BANK IT <ul style="list-style-type: none"> • Publish • Create one or more dashboards • Share and facilitate collaboration
IN PRACTICE <ul style="list-style-type: none"> • Stating the Business Problem) • Use Case, User Map • Identify key assumptions, questions, and constraints 	IN PRACTICE <ul style="list-style-type: none"> • Review Features and functions of Power BI • Data Curation and Transformation • Overview of Data Modelling 	IN PRACTICE <ul style="list-style-type: none"> • Create the Data Model • Create measures and KPI's • Create visualizations 	IN PRACTICE <ul style="list-style-type: none"> • Methods for sharing: Mobile, Web included • Next Steps • Wrap-Up



Successful Change

If you're about to invest or have already invested in your customer experience technology and realize that people, not technology alone, are necessary to create a great customer experience. We help you identify and understand the human elements critical to great customer experiences and build a change approach to bring them to life for your organization.

Who it's for ▶

Business

Marketing

Technology

Innovation



Successful change



What it looks like

A 1 to 3 week assessment of your organization's readiness to embrace and undertake a customer experience transformation journey. We will help you design a strategic approach that aligns your people and processes to fully realize your customer experience vision.

	Pre-Work	Discover	Describe/Ideate	Plan/Prototype
	Pre Work Week	Week 1	Week 2	Week 3
	<ul style="list-style-type: none"> Align calendars Design Survey Align upon workshop participants and gather participant information Scheduling meetings and workshops 	<ul style="list-style-type: none"> Current State Analysis: <ul style="list-style-type: none"> Groups/roles/individuals Processes/workflows/governance Application data management Key stakeholders Change Impact: <ul style="list-style-type: none"> Review of impact on current state: how? To what degree? Change Capability Assessment <ul style="list-style-type: none"> Culture, change support, comms, training, leadership, change networks, etc. 	<ul style="list-style-type: none"> Future State Mapping: <ul style="list-style-type: none"> How people will work effectively and consistently in new environment Gap Analysis: <ul style="list-style-type: none"> Learning, behaviors, culture, roles, workflow, governance, processes they'll need to get there Organizational change readiness gaps: leadership, stakeholder support, change experience/capability, change network experience, training, communications 	<ul style="list-style-type: none"> Change Strategy (including, as needed) <ul style="list-style-type: none"> Stakeholder Strategy Change Network Strategy Process and Governance Change Strategy Workflow/ Role Change Strategy Training Strategy Communication Strategy Measurement Strategy Business Readiness Checklist
Outcome	<ul style="list-style-type: none"> Workshops, meetings, interviews, participants identified First week meetings are scheduled Survey content agreed upon 	<ul style="list-style-type: none"> Initial Change Impact Assessment Organizational Change Capability Overview Current State Analysis Draft 	<ul style="list-style-type: none"> Completed Change Impact Assessment Completed Current/Future State and Gap Analysis 	<ul style="list-style-type: none"> Draft Change Strategy Resource Requirements Provisional Timeline
Team*	<ul style="list-style-type: none"> Project Manager CE Project Lead 	<ul style="list-style-type: none"> Business Decision Maker Business Project Manager Marketing Leads CE Team Business IT Lead 	<ul style="list-style-type: none"> Business PM Marketing and IT Project Leads CE Team 	<ul style="list-style-type: none"> Business PM Marketing and IT Project Leads CE Team

*Illustrative team, subject to client and project needs.

Sitecore Optimization

If you've already invested in your customer experience technology and looking to maximize the value from it for your organization. We help you analyze your current use of Sitecore as your CX platform, aligned to your business goals, to optimize the use of your platform for building great customer experiences.

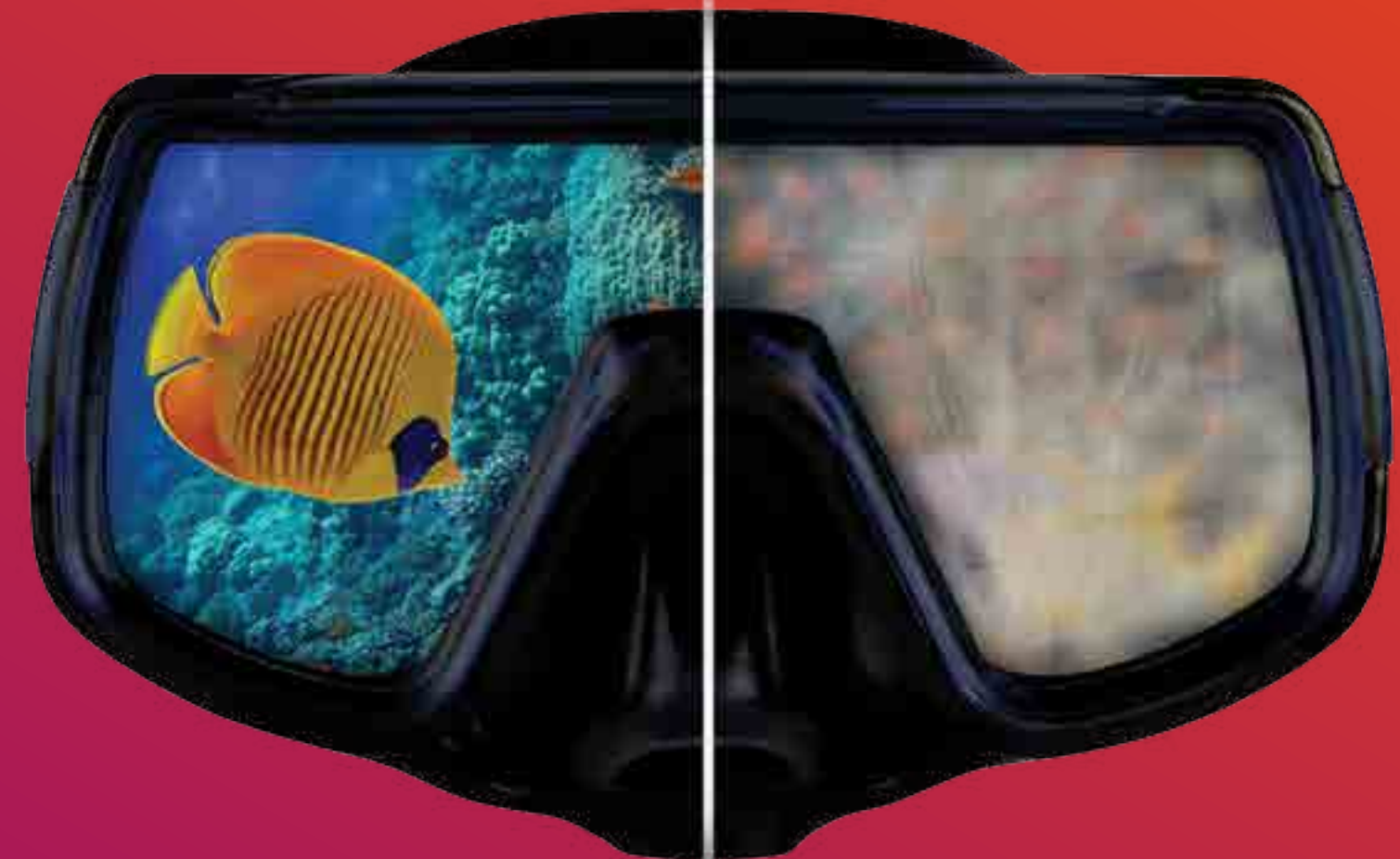
Who it's for ▶

Business

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Sitecore Optimization



What it looks like

This one to three week Sitecore Optimization workshop engages with your Sitecore technical resources, marketing and leadership to identify opportunities and roadmap to optimize your use of the Sitecore CX platform.

We recommend daily check-ins with the client each week.

	Pre-Work	Connect	Align & Focus	Refine & Present
	Pre Work Week	Week 1	Week 2	Week 3
	<ul style="list-style-type: none"> Align calendars Gather participant information Initial research Requests for gathering data available Scheduling meetings and workshops 	<ul style="list-style-type: none"> Confirm stakeholders and core team Business prioritization & goals, current strategy analysis, alignment of marketing goals / Interviews Sitecore health check and technical feasibility assessment Digital maturity assessment - workshop Personas & flows, Customer Journeys EVS workshop 	<ul style="list-style-type: none"> Setting goals and campaigns Testing Personalization Iterative refinement and presentation Sitecore current and future capability mapping 	<ul style="list-style-type: none"> Content Profiling and personalization Deliver & communicate via approximately
Outcome	<ul style="list-style-type: none"> Workshops, meetings, interviews, participants identified First week meetings are scheduled 	<ul style="list-style-type: none"> Project kickoff, Project Plan Workshops & Interviews - PPT & notes Customer Journey Map Sitecore current and future capability mapping -demo 	<ul style="list-style-type: none"> Roadmap prioritization scope, dependencies, assumptions Governance and Operating Model Impacts Current State Assessment Technical Assessment 	<ul style="list-style-type: none"> Optimization Roadmap Change impact insights
Team**	<ul style="list-style-type: none"> Project Manager Digital Strategist 	<ul style="list-style-type: none"> Project Manager Digital Strategist UX Architect Technical Architect Business Analyst 	<ul style="list-style-type: none"> Project Manager Digital Strategist UX Architect Business Analyst 	<ul style="list-style-type: none"> Project Manager Digital Strategist Business Analyst

Insights Discovery

You already know that your data is an asset and contains hidden value that you have yet to capitalize on. We help you monetize your data into a competitive advantage by finding the unobvious connections.

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Insights Discovery



What it looks like

This two to four week engagement helps you create a hypothesis about your marketing data. It starts with a two day intensive workshop that walks through 1-5 hypothesis builds and brainstorming, followed by the identification and access of the data to prove or disprove your hypothesis. This offer is intended to lead into a proof of concept of pilot for advanced marketing analysis. We help clients image, test and refine with real data to help solve business problems and build a new future.

	Pre-Work	Connect	Align & Focus	Refine & Present
	Pre Work Week	Week 1	Week 2	Week 3
	<ul style="list-style-type: none"> Align calendars Gather participant information Initial research Requests for gathering data available Scheduling meetings and workshops 	<ul style="list-style-type: none"> Confirm stakeholders and core team Business prioritization & goals, current strategy analysis, alignment of marketing goals / Interviews Technology Assessment in support of data imperatives Hypothesis: Identify 1-5 hypothesis that align with anticipated marketing experiences Data: Define, identify and access data required to prove or disprove they hypothesis Determine the criteria for the workshop 	<ul style="list-style-type: none"> Build and refine hypothesis Prepare data models Run data models Evaluate data models against hypothesis Create and run data test cycle Refined and Evaluate data results Iterative refinement and presentation Evaluate Results and Quantify ROI Reconvene workshop attendees Present results and recommendations 	<ul style="list-style-type: none"> Data Assessment and Quality Report Digital Analytics Vision & Roadmap with Actionable Insights aligned to Marketing objectives Documented Key Marketing priorities aligned to data assets Program ROI Recommended and Prioritized Marketing Analytics actions Analytics roadmaps and estimates
Outcome	<ul style="list-style-type: none"> Workshops, meetings, interviews, participants identified First week meetings are scheduled 	<ul style="list-style-type: none"> Project kickoff, Project Plan Workshops & Interviews - PPT & notes Customer Journey Map Data Mapping 	<ul style="list-style-type: none"> Current State Assessment Roadmap prioritization scope, dependencies, assumptions Governance and Operating Model Impacts Technical Assessment 	<ul style="list-style-type: none"> Hypothesis tests and results Documented data mapping to marketing objectives Recommended actions Presentation of Next Steps
Team**	<ul style="list-style-type: none"> Project Manager Digital Strategist Data Engineer 	<ul style="list-style-type: none"> Business Leaders Digital Strategist Insight Architect Data Analyst Business Analyst 	<ul style="list-style-type: none"> Project Manager Digital Strategist Data Engineer 	<ul style="list-style-type: none"> Project Manager Digital Strategist Business Analyst



About Avanade

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 30,000 professionals in 24 countries.

Visit us at www.avanade.com