



Workshop „Culture Change“

How to transform your business into a customer-centric organisation

**Your Consultant and
Workshop Facilitator:
Melanie Borges**

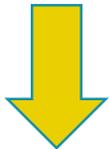
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70736 Fellbach

What is required
to transform an enterprise into
a customer-centric organization

1. Top
Management
drives and
sponsors the
Culture Change

2. Focus on
Employee
Engagement
and Experience

3. Do not fear
Change



You will align the
overall company
strategy, provide
budget and
resources

You will state the
effect of Employee
Satisfaction
on Customer
Satisfaction

You will break up
silos (departments,
responsibilities,
service lines) and
modify processes

The vision

Transform your business
into a customer-centric organization

Your Consultant and Workshop Facilitator

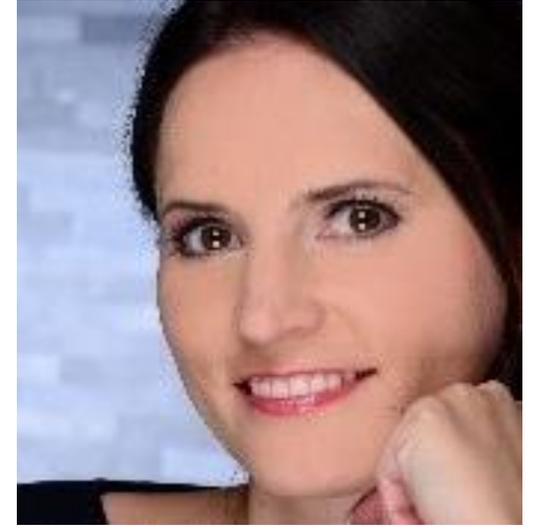
“As a Manager and Consultant for Customer Experience, CRM and Marketing with more than 10 years of experience in international retail and technology companies, I will help you implement a customer-centric company culture.

To reach this target, I will show you how to make use of relevant Customer Touchpoints along the Customer Journey and how to increase your Employee Satisfaction as a basic requirement for Customer Satisfaction.

In our workshop, I will apply creative methods such as Customer Journey Mapping and Design Thinking. To realize a better understanding of your employees’ needs and current processes, I conduct personal interviews during the 2 days workshop sessions.

As a result of the workshop, you will receive a recommendation report on what’s required to achieve a sustainable Culture Change in your organization.”

Melanie Borges



The vision

Transform your business
into a customer-centric organization



The Workshop Concept

2-days variant with Employee Interviews

Day 1:

- Customer Journey Mapping including high-level process overview. Detect emotions, pains and gains by applying the Design Thinking method.
- Personal 1:1 interviews to understand Employee Satisfaction and current roles/processes/KPIs

Day 2:

- Wrap-up and Brainstorming session to develop ideas and solutions.

The Workshop Concept

Day 1: Understand, Discover, Define

On day 1, the team will work on a common understanding of the current situation and discuss the reasons of pains and bottlenecks identified. Day 1 results in the definition of the points that need to be worked on.

Methods used:

- Customer Journey Mapping
- Mapping of As-Is Processes and Responsibilities, Customer Data Sources (high-level)
- Personal Interviews (15 min. per participant, standard set of pre-defined questions)
- Design Thinking Approach

Day 2: Brainstorm and create solutions

On day 2, the insights gained on day 1 are actively worked on. A creative brainstorming session will unlock employee potentials and innovative solutions. The next steps to create a culture change towards a customer-centric organisation are defined.

Methods used:

- Creative Brainstorming session
- Mapping of To-Be Processes and Responsibilities, Customer Data Management (high-level)
- Potential analysis and definition of roles
- Design Thinking Approach



Your investment

2-days workshop for up to 10 participants,
incl. workshop location, finger food,
softdrinks and coffee, workshop report
with recommendations for next steps:
699,00 € per participant (net)

Our collaboration



Please do not hesitate to contact me – I would be very pleased to conduct your workshop with you and your team:

Germany:

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**„Let`s run your
Culture Change workshop“**