

# Genesys and Happiest Minds Presents The Customer Has Arrived: Digital Transformation Workshop

The aim of this complementary workshop is to bring together brilliant minds from your team, Genesys and Happiest Minds to brainstorm and come up with ideas which can add significant value to your customer experience, business efficiency resulting in an increase in customer loyalty, revenues, profits, cross sales and up-sales. This analysis would be done through a scientific method and proprietary framework developed by Genesys and Happiest Minds called 'CEI Framework' (CEI – Customer Experience, Efficiency and Innovation).

## Time Slots

9:00 to 12:30 or 13:30 to 17:00

### AGENDA

1

Introductions and Context Setting

10  
Minutes

2

Introduction to CEI Framework

A proprietary framework covering elements of customer experience, business efficiency and business model innovation

20  
Minutes

3

Understanding your Customer Journey

Documentation of your customer journey and multichannel touch points where the customer expects certain value or a response from your brand.

45  
Minutes

BREAK - 20 Minutes

4

Applying Digital CEI Framework to your Customer Journey

Joint brainstorming exercise to analyse business problems and identify areas of excellence and improvement.

1:45  
Hours

5

Next Steps

Discussion on next steps for the identification areas.

10  
Minutes

## What will we achieve at the end of this Workshop?

A high level Analysis Report produced by Genesys and Happiest Minds covering areas of improvements and possible solutions within the elements of Customer Experience, Business Efficiency and Business Innovation across multi channel touching your customer journey