

2021

THEXWORD

DRIVING CUSTOMER LOYALTY



WELCOME TO THEXWORD

MAKING CUSTOMER EXPERIENCE SIMPLE

A passionate, energetic and expert facilitator, Claire Radbourne is the founder of award winning Customer Experience Start-up, TheXword.

Launched during the peak of Covid, TheXword delivers lively and highly informative webinars, coaching and on demand video content aimed at revitalising, energising and empowering small business to take control of their future and level-up their customer experience.

TheXword was launched with loyalty in mind.

A market leader in the experience space, Claire has extensive international experience in delivering CX research and training.



- Understanding customer **personas**, design and segmenting your client base to improve customised products, services, marketing and communication.
- **Journey mapping**, focused on customer facing process improvements, friction points & opportunities that make doing business with you simple.
- Testing your findings using some simple **research** tools.
- **Sentiment mapping** and understanding the role emotion plays in decision making and customer loyalty.
- **Strategy**, tactics and measuring impact.
- Customer service & complaint, crisis management

REFRESH, REBOOT & RECHARGE

WEBINAR SERIES OVERVIEW

WEBINAR 1 | PERSONAS & JOURNEY MAPPING

Setting the scene, we take a look at the basics of Client Experience. This will provide some context for the suite of modules.

We'll talk about what a persona is and why it matters to your business, as well as how leverage customer segmentation to deliver customized and relevant information to the right clients at the right time. Participants will be given simple tools and templates so they can design their own personas post seminar.

Once know who our customers are, we'll look at how to map their journey. I'll guide participants through a basic journey mapping exercise and demonstrate how to leverage key learning's to benefit both the business and keep customers coming back. This session will have participants reflecting deeply on who their customers are and how they can better understand their wants and needs.

We finish with an open discussion/ shared experiences/Q&A

WEBINAR 2 | TEST YOUR FINDINGS & SENTIMENT MAPPING

After a brief recap on our previous session we'll dive in to testing our journey mapping results and understand why hitting the nail on the head will make the maximum impact on the customer.

I'll walk participants through some basic research methods (simple customer survey's and interviews) that they can try at home and provide all the tools and templates to support this activity.

In this session we'll also take a look at the role of customer sentiment and how to amplify those moments of joy.

We finish with an open discussion/ shared experiences/ Q&A

WEBINAR 3 | STRATEGY & TACTICS

We'll recap on what we've learned so far for anyone who has missed out on previous sessions.

For the purpose of the seminar we will use a fantasy business- which will enable everyone to get to grips with the topic even if they have missed parts.

Once we have identified our friction points, opportunities and process improvements- whats next?

We'll focus on identifying key learning's from your journey mapping and how to prioritize those to improve your customers experience with you and your brand. I'll demonstrate how to utilize a simple project prioritization tool to determine where the highest impact on clients can be made.

We'll close off the webinar with a commitment to action/ shared learnings and a final open forum.

Our Work

"If there's one who knows how rewarding a good customer experience can be its Claire from TheXword. Claire's insightful 2 part webinar delivery for the Venture Melton Business Network covered fresh ideas, tools and techniques to inspire business owners to understand their customers and keep them coming back.

Claire practices what she preaches! Her meticulous preparation and delivery of the webinar series, not to mention her very personable approach, is an easy recommendation to business professionals seeking to gain a leading edge in this area"

Christine Sita, Melton City Council

"Claire is quick to pinpoint to the very core of whats stopping me taking action. She has a special, caring way of leading you to logical solutions and is not afraid to ask the hard questions"

Arlene Tribo, Haydens House Foods



**HAYDENS HOUSE
FOOD & PRODUCE**





MEET YOUR FACILITATOR

Claire Radbourne

"Claire demonstrates exemplary professionalism, particularly in the execution of opportunity delivery and communication. This is based on Claire's deep understanding of the client and the market as well as genuinely pursuing a solutions-focused approach which identifies and capitalises on synergies whilst respecting the diversity and complexity of the client's governance and operating context.

Claire is a consummate professional"

Steven Tropoulos,
The University of New South Wales

Claire migrated to Australia in 2001 and after settling in Melbourne completed an Advanced Diploma in Business. After being credited as business student of the year she was offered direct access to a Bachelor of Laws which in she was awarded valedictorian 3 years later.

Post completion Claire went on to work with Victoria University where she managed major student events such as Orientation, hosting more than 10,000 students each year. Claire managed all aspects of major project management from initial concepts to post event evaluations. During her 7 years with Victoria University Claire was a key facilitator in the university's student leadership program as well as taking on volunteer roles as National President of the Australian Association of Campus Activities.

In 2016 Claire was headhunted by international media business oOh! Media. Shortly after, Claire commenced in a national product manager role with responsibility for the tertiary sector. A year and a half later she moved into a newly created Customer Experience position. Claire extended her CX experience, taking on operational and service requirements for more than 3000 clients across Australia and New Zealand. Claire established Australia's first fully integrated CX team within a media business, undertaking best practice research to form a customer led strategy.

A deep understanding of customer needs has made her the key partner to some of Australia's largest property trusts, shopping centres, airports and universities. In the last 4 years Claire has successfully led the client-side integration of two multimillion dollar business acquisitions.

In 2020 as part of a start up incubator, Claire launched TheXword. TheXword pairs a deep understanding of Client Experience research and simple application with facilitation and coaching methods with the aim of empowering and encouraging businesses to 'level-up' their Customer Experience.

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