

2020

THEXWORD

DRIVING CUSTOMER LOYALTY



WELCOME TO THEXWORD

REFRESH, REBOOT & RECHARGE PROGRAM

WHAT WE'RE ABOUT

Passionate about delivering game changing Client Experience training, educating and empowering small businesses on the benefits of a game changing client experience.

We might be a bit green in the start up scene but we're off to a flying start. Delivering training modules to small business' through local council across Australia.

Founded by Claire Radbourne, 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. We're passionate about empowering businesses to understand how to improve their experience to keep customers coming back.

Through workshop style webinars (face to face pre-COVID 19) we deliver simple and effective training on Client Experience including;

- Understanding **personas**, design and segmenting your client base
- **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.



WWW.THEXWORD.COM.AU

SMALL BUSINESS TRAINING MODULES

CUSTOMISED, FULL SERVICE DELIVERY

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 your clients at the right time.

Participants will be given some 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.

We finish with an open discussion/ Q&A

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'll finish this session with an open discussion/ Q&A

\$850 PER MODULE

1 Hour webinar

Access to all tools and resources post session

Custom follow up video tutorial
Zoom Premium meeting

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 project prioritization tool to determine where the highest impact on clients can be made.

I'll encourage open conversation, learnings and Q&Q



What our clients are saying

"If there's one who knows how rewarding a good customer experience can be it's 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 extremely passionate about customer experience, ensuring processes, products and people all align to deliver an outstanding result each and every time. Claire's dedication to personal development, partnered with her commercial acumen ensure she will be an immeasurable asset to any team wanting to take things to the next level".

**EMMA HARVIE
ACHIEVERS**

Claire Radbourne Founder

Claire graduated with a Bachelor of Laws from Victoria University. Working in tertiary education for more than 7 years, Claire was National President of two professional associations prior to moving to the private sector.

In 2015 Claire joined Australia's largest out-of-home media business as Director of Client Experience, managing an extensive and complex network of clients across Australia and New Zealand.

An award winning professional with more than 5 years leading Client Experience research and voice of customer programs across Australia & New Zealand, Claire is passionate empowering small businesses with the tools to thrive.

**To book or discuss custom modules
don't hesitate to get in touch**

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