

# CUSTOMER INSIGHTS WORKSHOP

2-Day Corporate Workshop and Project

**sequent**  
LEARNING NETWORKS

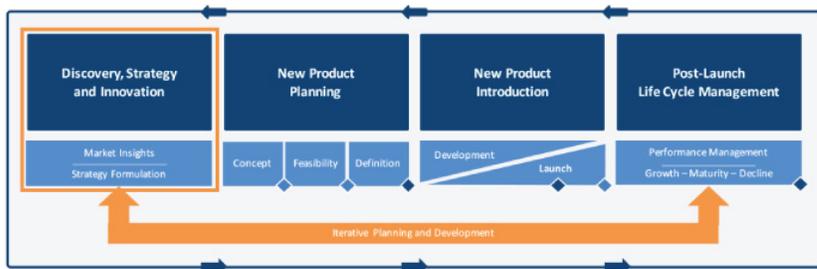
## OVERVIEW:

Our 2-day Customer Insights workshop addresses the critical process of understanding the market and customer dynamics that should ultimately serve to drive your product business. Topics include market segmentation, voice of customer, developing customer experience maps, and using archetypes to help define your brand.

TRAINING

ANALYTICS

TOOLS



This workshop dives deeply into the Discovery and Innovation part of our Product Management Framework, with an emphasis on gathering market intelligence and voice of customer. The program consists of a 2-day workshop, followed by an 8-10 week work project in which participants are asked to develop customer experience maps for the actual products that they manage.

## IN THIS WORKSHOP, YOU WILL:

- Learn how to uncover unmet customer needs through planned observation visits and contextual interview sessions
- Identify target market segments and develop product archetypes to connect with those segments
- Develop Customer Experience Maps that detail all the interface points that a customer has with a product

## WORKSHOP PARTICIPANTS RECEIVE:

- One year of access to over 120 of our Whiteboard Videos & Product Management Leadership Summit Videos
- An electronic copy of our Customer Insights Toolkit
- A copy of the Customer Insights course workbook



## WORKSHOP OUTLINE:

### INTRODUCTION AND CONTEXT

### MARKET SEGMENTATION

- Applying B2B and B2C Segmentation

### VOICE OF CUSTOMER

- Planning and Practicing Overt Observation
- Conducting Customer Interviews
- Practicing Effective Listening
- Customer Experience Mapping

### BRAND IDENTIFICATION

- The 12 Archetypes
- Identifying Your Product's Archetypes

### CAPSTONE WORK PROJECT

- Develop Your Customer Experience Map

## ABOUT US:

Sequent Learning Networks is a product management learning and development company specializing in providing analytics, training, and tools for product management organizations.

We offer a full curriculum to help improve your product organization, including two foundational courses in product management, and three “deeper dive” courses in the supporting areas of customer insights, product strategy and portfolio management.



Foundational Workshops



Project Workshops