Measuring & optimizing the Customer Experience

Thursday, 6th of April 2017

The key to digital transformation is customer-centricity, as many companies have shown in recent years. And the best way to put the customer first is to make sure their top tasks are easy to complete. This masterclass will give you the methods to focus on what your customers really want because giving people what they want— quickly and easily—is the foundation of a great customer experience.

EARLY BIRD ACCESS
€350 (excl. taxes) until the 26th of februari 2017.

- Date: 6th of April 2017
- Duration: 10.00 – 16.00 o'clock
- Location: Muntgebouw - Utrecht, The Netherland
- Prices: From €350 (including lunch and free book)
- For who: Managers of digital teams, customer experience and content professionals, online marketers

All attendees get a free, signed copy of Gerry's latest book, [Transform: A rebel's guide for digital transformation](#).

Top Tasks Identification

The first method, Top Tasks Identification helps you clearly identify the top tasks of your customers AND the tiny tasks. It is about developing clear evidence based on data about what is important—and what is not important—to your customers.

Gerry McGovern's Top Tasks methods have been used by organizations such as Cisco, Microsoft, IBM, Google, the European Union, Canadian Government, and hundreds of others.

Learn how to identify and professionally manage customer tasks. Top Tasks helps you to understand and empathize with your customers, and to deliver what they want.

Task Performance Indicator

The second method, which the masterclass will particularly focus on is how to measure the performance of top tasks using the Task Performance Indicator. You will be taught such techniques as:

- How to develop task questions—a particularly important skill to develop.
- How to run remote observation sessions of customers attempting to perform the tasks. You will be walked through a step-by-step facilitator guide.
- How to analyze and present results in a way that management can understand and act on.

The Task Performance Indicator is driven by two key metrics:

- Success rate: How many customers are actually able to complete top tasks?
- Time-on-task: How long does it take customers to complete top tasks on your website or app?

You will be shown how to build a solidly reliable management model around these two essential metrics of the customer experience. You can

show to management how increasing success and reducing time has positive impacts on revenue and costs.

What you will learn:

1. Cutting edge technique to clearly identify your customers' top tasks.
2. How to create task questions for observation and measurement.
3. How to select participants.
4. How to run a remote test.
5. How to analyze and present results.