

# Fall 2019 CXM Best Practices Symposium

## **Customer Experience Design**

### **Breakout Session Presentation Descriptions**

- Darren Hood (Senior User Experience Designer) - United Wholesale Mortgage  
***Micro-experience Awareness – Going Beyond the Touchpoint***  
Analysis of consumer concerns with organizations reveals they are not usually dissatisfied with the entity as a whole, but about very brief segments or elements within the experience. These small parts of the customer experience are known as micro-experiences. This talk will focus on strategies for identifying micro-experiences and optimizing them to delight customers.
- Michelle Kaptur (Manager - Global Customer Experience Strategy) and Laura Marie Casey (Assistant Manager - Global Customer Experience Strategy) - General Motors  
***Blueprints Aren't Just for Building Houses***  
Designing the right customer experience requires alignment of both strategy and resources. Just as architects use blueprints to coordinate and direct skilled trades once their design is finalized, CX practitioners use experience blueprints to align and integrate functional teams to deliver improved experiences. In this session, we will share where GM has had success in using experience blueprints as a tool to communicate current or future state strategy and how each functional team contributes to the plan, plus some of the lessons we've learned along the way.
- Scott Watkins (Business Intelligence Executive) - Michigan Virtual  
***Design Sprints - A Means for Quickly Exploring Problems and Developing Solutions***  
The Design Sprint process was developed by Google Ventures in 2014 to help teams rapidly explore problems and develop solutions using design thinking concepts (problem definition, ideation, prototyping, and customer testing) to achieve product-market fit much sooner than most innovation processes allow. In this session, we will share our experience running a design sprint to develop a mobile app for educator training and networking. This will include an overview of the methodology, adaptations that we've found to be beneficial, and tips for running your own 4 or 5-day Design Sprint.
- Jeremy Franklin - VMLY&R (Director, Strategy & Insights) - VMLY&R and Jason Sprawka (Director, US Customer Experience) - Ford  
***Where Does One Start When Designing a Customer Experience?***  
CX has grown from a byproduct to a buzzword seemingly overnight. With this in mind, where does one start when designing the customer experience? In this session, we'll cover key concepts that contribute to good customer experience, and core design and innovation methods that drive customer-centric and empathy-driven ideation. We'll start with an overview of Design Thinking as the backbone to cross-silo and customer-centric collaboration; the importance of Service Design in driving an understanding of the behind-the-scenes impact of new CX offerings; and an introduction to design tools to help fuel the innovation process so that you can get going on your own CX Design. This presentation will be hosted by VMLY&R and Ford together, and discuss the importance of both bringing both design- and subject-matter-expertise to the table, working together.

- Bob Kiple (Global Customer Experience Strategy and Innovation - Retired) - General Motors

***How to Avoid Getting Overcome by the Complexity of CX***

It's easy to become bogged down by journey maps, technology solutions and other bright, shiny objects. We'll discuss lessons learned from designing CX programs for Chevrolet dealers globally, which can be applied directly to any business. Marie Kondo would be proud of us. We tidied up our thinking and developed a simple approach centered on observable, manageable behaviors. It's true that the devil is in the details. But making changes to culture – which is what improving CX is all about – requires clear and simple messaging to the organization. We will discuss WHAT CX involves, HOW we work on it, and how we can drive focus to keep it SIMPLE and effective.

- Rebecca Selesky (Interim Director) - MSU Culinary Services (Interim Director)

***MSU's Extreme Makeover: The Design of a Customer-centric Dining Experience***

Over the past decade, Michigan State University (MSU) has undertaken an extreme makeover of its dining services program, a transformation designed to put food front and center as a competitive campus advantage. In the process, MSU has positioned itself as a model for modern campus foodservice, one built on flexibility, support for changing consumer needs, culinary sophistication and a strong focus on branding for both its residential dining and retail operations. This session not only details the design process, but also the metamorphosis from a food services to a culinary services organization.