



# Customer Initiative Workshops

Utilising the Future State Customer Journeys as a platform for change, we work with cross-functional business teams to:

- Brainstorm the initiatives that could be introduced that would help the business to close the gaps between as-is and future state customer journey across all stages and phases
- Establish criteria for the preliminary 'weeding' of initiatives
- Prioritise those initiatives according to likely impact, investment, return, timescale and ease of implementation, weeding any initiatives not achieving required standards
- Formulate a phased implementation roadmap for all remaining initiatives based on prioritisation

Jericho Consulting Limited

2 – 6 Boundary Row,

London,

SW1 8HP

+44 (0) 207 099 1950

[info@jerichoconsulting.co.uk](mailto:info@jerichoconsulting.co.uk)

 [@CustExpMan](https://twitter.com/CustExpMan)

<http://jerichoconsulting.co.uk>



# JERICO