

Made **For.**

# Segmenting customers for better outcomes

Option 1:

1 day (6 hours) / Online / see available dates on the website.

Option 2:

1 day – online or on site delivered for your team.



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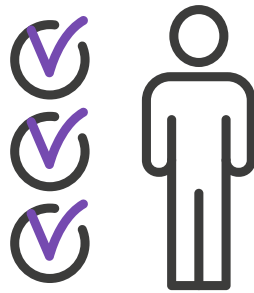
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# Why 'Segmenting customers for better outcomes'?



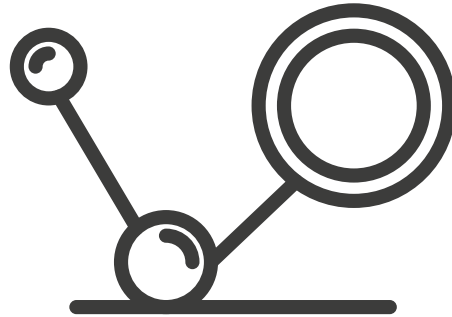
- The more understood and tailored experience you can provide for your customer group, the more effective your efforts are going to be. However, often customer segments are created either too broad, or based on the criteria that are not helping to achieve desired outcomes. The 'Segmenting customer for better outcomes' micro bootcamp looks at how customer segmentation is done in various ways and what approaches are commonly used.
- The 'Segmenting customer for better outcomes' micro bootcamp is addressing the challenges when customer segments are created purely based on quantitative data or qualitative data, where both approaches can be helpful. By critically evaluating and understanding how these approaches can complement each other, as well as when to use what approach, participants will be equipped with an introduction to segmentation theories and practices and are able to think about customer segmentation as a key process for achieving the right outcomes.

# What will you learn?



- Learn how to interpret and categorise data insights to create meaningful segments.
- Understand the different types of customer segmentation and which fits the best purpose.
- Learn to use practical methods and tools to deepen the understanding about your customer needs.
- Understand how customer segmentation methods work as storytelling assets to align your stakeholders.

# How can you join?

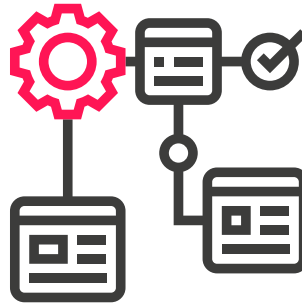


- You can enroll for the bootcamp online, by clicking [here](#)
- You can join the bootcamp with your team. The time and date then is fully customisable.

## How much time you need to finalise the bootcamp?

- For the supporting learning kits and resources you should estimate additional 2-3 hours of self study.
- You will have access to learning kits for 1 year after graduation, as well as access to our coaches and resources via community portal to support you in applying the learnings.

# Learning Method



Each micro-bootcamp has 3 types of sessions:

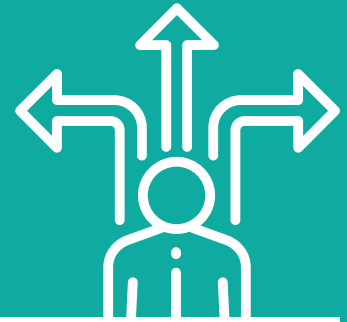
- **Immersion** (c. 60% of all sessions). This is where participants learn the core skills, processes and knowledge required to be capable in a specific CX role.
- **ConteXt** (c. 20% of all sessions). This is where participants understand the contextual dependencies and factors that influence process & success of the projects or initiatives.
- **Reflection** (c. 20% of total sessions). It is important to understand why and how you do things, not just what you do. Therefore, each micro-bootcamp has reflection moments that allow participants to take a step back and change their perspective.

# Flipped Classroom



- Flipped classroom: it shifts instruction to a learner-centered model. In this model live sessions are used to explore topics in greater depth and to create meaningful learning opportunities as students are initially introduced to new topics in an e-learning environment.
- A coach's interaction with learners in a flipped classroom is more personalised and less didactic, and learners are actively involved in knowledge acquisition and construction as they participate in and evaluate their own learning.

# What to expect



The bootcamp is a live event with the team and coach, and can be either on-campus, on-site or online. We make it energetic and engaging so participants need to be ready to collaborate and interact for ultimate learning experience.

■ **KEEP THE PACE.** This is the bootcamp, so it means that we are moving quickly through concepts, materials and work. Don't be afraid that you will be left behind if you don't capture something on time – we will make sure to provide additional support or information if required. However, make sure to commit to the pace, so your team and yourself can maximise the learning.

■ **RESPECT YOUR SCHEDULE.** We all have very busy lives and sometimes it is hard to dedicate the time for learning. We get that! However, if you give your best shot to schedule around the session and actively participate. You are investing in your improvement, which means your team's improvement and your company's improvement. Who can say 'no' to that!



- **KEEP THE FLOW.** Each bootcamp is following a certain process aka flow. In product development it is also called as happy flow, and is the ideal process to follow the bootcamp. We would encourage everyone to be present at all the sessions, so as to not 'upset the flow'. However, if it is impossible to be there we will provide you with the recording and assignment for you to catch up.
- **PREPARE FOR THE SESSIONS.** Have you ever prepared for the meeting, sent out the pre-read deck just to realise during the meeting that no-one has read it? If you can relate to this, let's try to avoid it in our learning experience and schedule time for your assignments.
- **JOIN THE NETWORKS.** After the bootcamp you have not only gained new connections from your bootcamp team. You have access to much wider alumni network. Take a look at our website for more info:  
<https://www.madeforcx.com/>

# Your Coach



Billy Knowles  
Coach



**MadeFor** bootcamps are taught by experts and CX practitioners who have built their skills and knowledge over many years in the field bringing innovation and new thinking to market.

They share their experience during the live sessions as well as make the simulation truly authentic.

# Your tools



To participate in online bootcamp, you will need to be able to connect to online meeting, contribute via online whiteboarding tool, working video camera and microphone to collaborate at break-out sessions.



Zoom is a cloud platform for video and audio conferencing & collaboration. All MadeFor live sessions will be provided via Zoom.



Miro is an online collaborative whiteboard platform. It enables your bootcamp team to communicate and collaborate across formats, tools and channels – without the constraints of physical location, meeting space, and whiteboard.



All MadeFor e-learning modules, including as-signments, homework and theoretical modules will be delivered to you via Teachable e-learning platform.



Slack helps learners to connect with each other and coaches during and after the session. You will receive the joining link with your onboarding email prior joining.

\* MadeFor does not have any affiliation with either of the tools.

# About MadeFor

**MadeFor** is a Customer Experience learning organisation. We provide immersive bootcamps based on real-life cases led by professionals with extensive industry experience.

In addition, we are building a knowledge base and industry standard of what it means to be truly customer centric.

## Contact us

Schedule a call [here](#).

### Email us

[team@madeforcx.com](mailto:team@madeforcx.com)

### Follow us on



**Be Better.  
Be MadeFor.**

# Thank you !

**#BeBetter**



**Made For.**