

Making every customer team the best customer team.

Customer Experience learning for teams

The text 'Made for.' is rendered in a large, bold, sans-serif font. The letters are filled with a light blue color and have a subtle, textured pattern. The background of the letters is a stylized, isometric illustration of a cityscape with various buildings, streets, and greenery in shades of blue and green. The overall composition is clean and modern, emphasizing the brand's focus on customer experience.

Made for.

Instead of managing channels, products, or isolated customer interactions, build a powerful and aligned team that focuses on the customer first.

Why team learning?



Preamble

- All brands are struggling to keep up with **rapidly changing customer expectations** and the channels in which they communicate and shop. We need to align our customer strategy, brand, channels, segments, technology, analytics and creative in order to succeed.
- In today's connected world, brands commonly experience a range of issues in the setup of their customer teams: **siloed working, a lack of effective collaboration between marketing and sales, inconsistencies between online and offline, poorly informed service staff**. This happens because teams are setup based on products and channels rather than the customer.
- Research makes it clear that building professional, integrated CX teams is the single most important action that a brand can take to becoming more **customer centric**, and **more effective** at engaging and selling to customers.

4 reasons why should you invest in your team learning

1

Learning is the key to customer centricity.

To deliver sustainable change you need to focus on building capabilities within the team as well as investing in technology and data.

2

Customer experience is a department too.

Similarly to finance or HR professional training, customer experience training provides recognised level of professionalism and are experts of their role.

3

Best people are motivated by self-development.

Providing people with a cutting-edge learning programme will ensure that you are investing in the most valuable assets (= our people) and help ensure that they are motivated to stay in your business and continue doing an amazing job.

4

Customer experience is constantly changing

Keep up with the latest developments in the market, and learn how to adapt your ways of working on an ongoing basis so that you can stay aligned with rapidly changing consumer behaviours.

How can you join the bootcamp?

1

Exclusive

The bootcamps scheduled exclusively for a team in the most convenient time to accommodate the workload in the least disruptive way.

For this option, a minimum amount of learners is required.

1. Only learners from your organisation participate in the bootcamp.
2. Build the team capability incorporating the learner dynamics.
3. Gain momentum and alignment in the organisation by driving the newly learned approaches as a team.
4. Create your own bootcamp schedule.

2

Shared

Join the bootcamp schedule published on our website and have flexibility on how many team members join the bootcamp.

1. Learn alongside with professionals across various industries and backgrounds.
2. Build remote collaborations and communication skills in a new team setting.
3. Drive newly learned approaches in the organisation by building confidence in each learner.
4. Have the flexibility on how many team members participate in the bootcamp at the same time, to minimise the impact on the team's workload.

3

Custom

Join forces to upgrade your learning and development offering at your organisation. Build capabilities systematically to enable your organisation to deliver effective customer experience.

1. Discover your learning needs through workshops and discussion.
2. Review your current programs and identify the synthesis and opportunities.
3. Define the approach and set up the success measurement.
4. Build integrated customer teams that support the full customer journey.

Bootcamp formats



8 weeks

32 hour live session bootcamp delivered in 8 x 4h sessions, with one session held per week. For this bootcamp, a learner should estimate 1-3 hours of extra engagement in an e-learning environment.

4 weeks

16 hour live session bootcamp delivered in 4 x 4h sessions, with one session held per week. For this bootcamp a learner should estimate 2-3 hours of extra engagement in an e-learning environment.

Taster session

1 hour live session – free taster sessions, delivered on selected dates. These sessions always include learning of a key concept, a valuable download, and an introduction to the MadeFor learning approach and bootcamp topic.

Bundle

A bundle is a combination of bootcamps which are complimentary and carefully selected to deliver a truly immersive learning experience that helps you build your capabilities and the confidence to enhance your career. You can create your own bundle.

Learning Experience

A bootcamp is a learning format designed to rapidly build capabilities and practical skills by combining **experiential learning** ('learning by doing') with **expert lectures** ('learning by listening') and **discursive sessions** ('learning by debate').

This approach facilitates more effective learning over shorter periods of time than more traditional learning approaches.

From the first day of each bootcamp, participants will be a part of the team with their bootcamp colleagues. This team is based in a fictional retailer with a detailed business context, rich data sets, and demanding customers. Participants will get introduced to this world quickly – getting to know stakeholders, how the business is performing in the market, what customers really think about the brand, and much more.

Each bootcamp is built around **a flow** which leads the learner from understanding the Problem to providing a Solution. But just like in the real world, things change quickly and the path to success is never straightforward!

This approach helps participants develop **problem-solving skills, critical thinking, self-management, and flexibility** – and it enables them to see **the outcome** of their work to build confidence and experience.

Each bootcamp is structured into:



- **Immersion** in real-life business scenarios (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). One of MadeFor's goals is to get customer teams to work together, and that means that every bootcamp includes sections on how different CX roles collaborate to deliver great results for the customer. This is critical in helping participants become effective in their roles once they get to work.
- **Reflection** (c. 20% of total sessions). It is also important to understand *why* and *how* you do things, not just what you do. To do this, each bootcamp has a number of reflection sessions that allow participants to take a step back and change their perspective. These sessions use thought-provoking content and group discussion to help make sure that everyone connects the activities they are learning to do with the outcomes that they will need to achieve.

What to expect



The bootcamp is a live event with the team and coach – either on-campus, on-site, or online, therefore participants need to be ready to collaborate and interact for the ultimate learning experience.

- **KEEP THE PACE.** This is a 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 you and your team can maximise your learning.
- **RESPECT YOUR SCHEDULE.** We all have very busy lives and sometimes it is hard to dedicate time to learning. We get that! However, if you give your best shot to schedule your plans around the session and actively participate you are investing in your own improvement, which means your team's improvement and your company's improvement. Who can say 'no' to that?!
- **KEEP THE FLOW.** Each bootcamp follows a certain process, aka flow. In product development it is also called a happy flow – the ideal process by which you follow the bootcamp. We encourage you not to miss any sessions so as not to 'upset the flow'; however, if it's unavoidable, we will provide you with the recording and assignments to help you catch up.
- **FLIPPED CLASSROOM.** At MadeFor we believe that going through factual information and sources and creating notes is not time best spent as a team. Therefore, we move these activities outside the classroom in the format of e-learning modules, assignments, and homework, and use our time together engaging in concepts during live sessions with a coach.
- **PREPARE FOR THE SESSIONS.** Have you ever prepared for a meeting and 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. We will provide you with clear guidance on how much time you will need for each assignment. Don't worry, it will not be excessive and can fit into your daily work!
- **ENGAGE WITH YOUR TEAM.** As in real life, you can't do it all by yourself. In the bootcamp you will have your team and a lot of work is dependent on how well you manage to work together. Reach out to reflect and provide or receive feedback, and get to know each other better. Every connection can lead you to new opportunities!
- **JOIN THE NETWORKS.** After the bootcamp you will not only have gained new connections from your bootcamp team. You will have gained access to a much wider alumni network on LinkedIn, you can participate in The Luminary Circle events close to you, and you can even join MadeFor Affiliates. Take a look at our website for more info:
<https://madefor.business>

Bundles

At MadeFor we believe that anyone can learn and apply almost any skill; however, it takes commitment and a clear strategy on how to achieve the objectives.

Therefore, we offer the learning paths that can support your team to build your capabilities and broaden the professional horizon.

Leading CX

✓ Customer Experience Fundamentals

✓ Customer Function

✓ Customer Strategy

[Learn more](#)

Managing CX

✓ Customer Experience Fundamentals

✓ Customer Journey Management

✓ Service Design

✓ Customer Science

[Learn more](#)

Delivering CX

✓ Customer Experience Fundamentals

✓ Digital Product Management

✓ User Experience

✓ Customer Tech

[Learn more](#)

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.

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**Be Better.
Be MadeFor.**



Made For.

Thank you



#BeBetter   