

# Service Design Immersive

Strengthen relationships with customers across every interaction, digital and beyond.



Great service experiences involve elegant orchestration of all the moments customers engage with your company, whether they are visiting a physical space, attending an event, calling an 800 number, or receiving an SMS alert. In this workshop, get acquainted with tools that will help you see your customer's entire journey with your service clearly, identify ways to make it more seamless and delightful, and unite your organization in delivering on this vision.

## YOU'LL WALK AWAY KNOWING HOW TO:

- + Zoom out from individual touch points to outline and map the customer journey
- + Identify opportunities for your service to evolve and grow
- + Understand the internal implications for changing the customer experience
- + Design a service that mixes digital and non-digital interactions
- + Rally your team around the future vision of your service

*"You will leave understanding the value of service design and armed with a methodology to do it."*

## COST

Public: \$1,800 per person + \$61.95

Eventbrite fee

For corporate pricing, e-mail

[training@cooper.com](mailto:training@cooper.com)

## LENGTH

2 days

## IDEAL FOR

Managers and cross-functional teams who want to understand and improve their end-to-end customer experience

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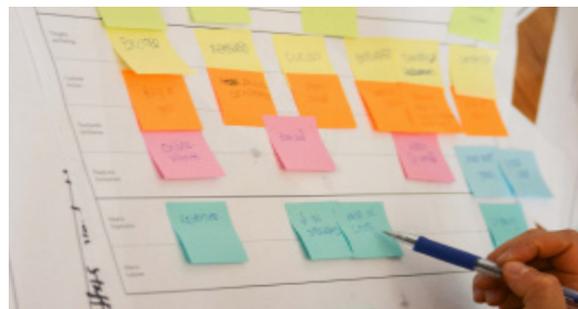
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## Course Topics

### DAY ONE: UNDERSTAND THE CURRENT STATE

- + Introduction to Service Design
- + Research the service's current state
- + Use models to communicate the current state and its impact on customers
- + Identify and prioritize opportunities for improvement



You'll learn how to use customer journey maps to understand your customer's current experience and opportunities to improve it.

### DAY TWO: ENVISION THE FUTURE STATE

- + Generate new ideas: visual brainstorming
- + Act out the future: body-storming
- + Create a blueprint for front-stage actors and activities
- + Determine the necessary back-stage support for your service
- + Dynamically present your service design



Get practice using Bodystorming to act out a future service concept, humanize and improve it.

### QUESTIONS?

E-mail us at [training@cooper.com](mailto:training@cooper.com)  
or call **415-267-3500**



We'll show you how to create a Service Blueprint to understand what must happen behind-the-scenes to deliver on a new service.