

# Cross-Channel Review Workshop

MAKING LEADERS SUCCESSFUL EVERY DAY

When it comes to determining the success of your company's multichannel service, you need an evaluation method that's inexpensive, efficient, and unbiased. In a two-day intensive training session, Forrester's Cross-Channel Review Workshop provides customer service, marketing, and eBusiness professionals with the expertise and tools to definitively gauge how well your firm delivers a unified customer experience.

The Cross-Channel Review Workshop gives you and your team the ability to apply a series of individualized tests to assess customers' paths across all channels. You also participate in action-oriented discussions with Forrester analysts and peers. After two days of training, you leave with the insight and skills to review your company's channel practices in the future — as well as those of your competitors'.

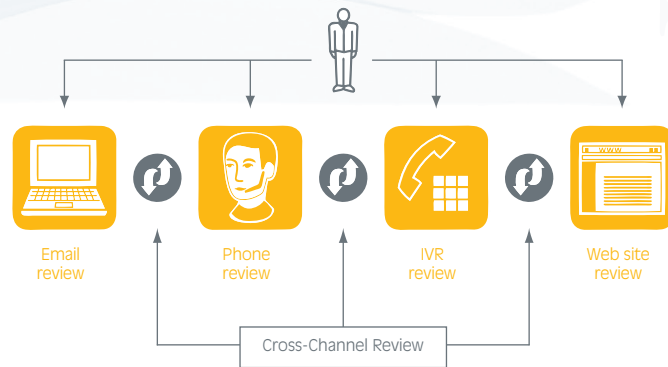
At Forrester's Cross-Channel Review Workshop, you and your team:

- Develop a strong understanding of how to review multichannel service objectively.
- Work with analysts and peers to evaluate your service using Forrester's scorecard.
- Determine your company's ability to escalate customers smoothly from one channel to another.
- Identify where — and how — you need to enhance your customer channels.
- Learn a methodology that can be repeated and shared with your colleagues.

## Analyzing Customer Interactions Within And Across Channels

Your company has tapped into a bounty of ways through which customers can reach you, including the Web, interactive voice response (IVR), email, and agent-based customer service. But can your customers complete their goals through all channels? Is the information they need presented consistently from channel to channel? Does your firm make graceful handoffs between self-service and agent-assisted channels?

### Examine Interactions Within And Across Channels



Source: Forrester Research, "Exposing Customer Experience Flaws," December 2002

Forrester's Cross-Channel Review Workshop helps you and your team measure your firm's competence in the different channels you use to serve customers. The evaluation is based on Forrester's research-based criteria that rate customer interactions both within and across channels. Within each channel, we assess such characteristics as usability, speed, organization, and service reliability. Across channels, we test for criteria that include elements such as consistency of data and language, and ease of escalation. At the conclusion of the intensive training, your organization will be prepared to create multichannel customer interactions that are consistent, compelling, and designed to drive usage higher.

## Workshop Schedule And Deliverables

Two-day session. Day one includes presentations by Forrester analysts on best practices of cross-channel integration and lessons about the tools and methodology of Forrester's Cross-Channel Review process. On day two, you have the opportunity to conduct a user-experience review of your organization's channels with input from peers and Forrester analysts.

The Forrester scorecard and presentation of findings. The scorecard outlines a set of fundamental criteria that all customer channels should meet. To help you make the most of your scorecard, the Cross-Channel Review Workshop includes a session during which you present your findings and score to your peers. Clients also share lessons they learned about cross-channel integration with one another.

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## Individualized Attention

All of Forrester's Customer Experience Workshops are limited to 16 attendees and staffed by at least two analysts, ensuring that you benefit from one-to-one attention and an intimate group setting. For a highly customized session, you may choose to host the Workshop at your company to give your team exclusive access to Forrester analysts.

## Previous Cross-Channel Review Workshop Participants

Attendees who have benefited from past Cross-Channel Review Workshops include professionals from:

- Major US pharmaceutical manufacturers.
- Multinational manufacturers of whitegoods.
- International shipping and logistics providers.
- International airline carriers.
- Top consulting agencies.

**What Participants Are Saying:**

*"Excellent — really brought it all together."*

*"Very well structured and presented."*

*"Very informative."*

## Forrester's Customer Experience Expertise

Forrester's Customer Experience Design & Evaluation services help organizations build cohesive customer experiences across multiple channels. We work with marketing, business, and IT professionals to help them create profitable experiences by understanding consumer needs, designing the right interactions, and analyzing the effectiveness of those interactions. Within these services, we offer expert evaluations as well as training in conducting expert evaluations such as the Cross-Channel Review Workshop.

## For More Information

The Cross-Channel Review Workshop is just one of Forrester's many products and services developed to make leaders successful every day. To better understand your customers and align your technology investments with your business goals, visit us at [www.forrester.com](http://www.forrester.com), or call our headquarters at one of the numbers listed.