Training course outline

Customer-centricity for financial inclusion: creating and delivering value (1st edition)

9-13 March 2020, Turin, Italy, International Training Center of the ILO

Confirmed timetable will be available a few weeks before the course

Day 1: Understanding customer-centricity
- What is customer-centricity?
- How can it help us solve the challenges we face in financial inclusion?
- How customer-centric is my institution?

Day 2: Learning from customers
- How do I map a customer’s journey?
- How do I create a persona?
- How can I use segmentation to understand my customer portfolio?
- How can I analyze customer data for patterns and insights?

Day 3: Designing solutions
- How do I translate customer insights into action?
- Why should I focus on customer experience?
- How do I plan a customer experience project?
- What can I learn from other organizations about what works and what doesn’t?

Day 4: Organizing for delivery
- What will it take for my organization to become more customer-centric?
- How do I empower agents and employees for change?
- How do I build systems that can facilitate change and innovation?
- How do I build customer-centric partnerships?

Day 5: Delivering value
- What kind of value matters?
- How can value be measured?
- What should my priorities be moving forward?

Course hours

Monday, Tuesday, Wednesday, and Thursday: start-time 9.00, end-time 17.15, with lunch break and 2 tea/coffee breaks during each day.

Friday: start-time 9.00, end-time 13.00.