



## *Customer Experience Deep Dive*

A public workshop on January 23, 2019 instructed by

*Charles A. Liedtke, Ph.D.*

*Strategic Improvement Systems, LLC*

*Strategy / Quality / Analytics / Improvement / Innovation*

[www.strategicimprovementsystems.com](http://www.strategicimprovementsystems.com)

**Description:** Many organizations today are desperately trying to better understand their customers in order to improve customer experiences. This action-packed workshop will guide participants through a customer-centric inquiry process resulting in (1) a customer-centric model and (2) new customer insights. Participants will learn and immediately apply several tools and techniques for thinking more deeply about customers.

### Workshop Details

**Workshop:** *Customer Experience Deep Dive*

**Instructor:** Dr. Charles A. Liedtke, Strategic Improvement Systems, LLC

**Location:** Crowne Plaza—Minneapolis West, 3131 Campus Drive, Plymouth, MN 55441

**Date:** January 23, 2019

**Times:** 7:30 a.m. to 8:00 a.m. Check-In & Buffet Breakfast

8:00 a.m. to 3:30 p.m. *Customer Experience Deep Dive Workshop*

**Price:** \$475 **Payment in Full** in the Amount of **\$475** is Due By **January 16, 2019**

**Topics:** *Customer-Centric Strategy*

*Customer Segmentation*

*Ethnography*

*Customer Observation Techniques*

*Conducting Effective Customer Interviews*

*Conducting Effective Customer Focus Groups*

*Product & Service Feature Analysis*

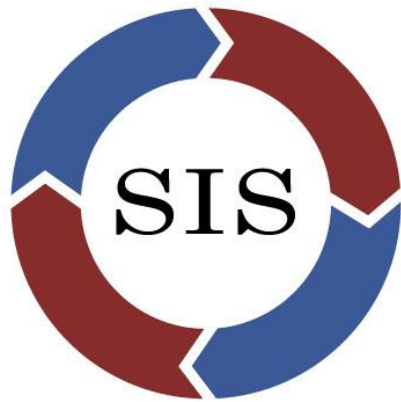
*Customer Experience Mapping*

*Operation & Consumption Diagram*

*Sentiment Analysis*

*Key Issue Extraction*

**If you have any questions . . .** email Charles at [charles@sisliedtke.com](mailto:charles@sisliedtke.com).



**Strategic Improvement Systems**



### **Workshop Instructor**

**Charles A. Liedtke, Ph.D.** is the President of Strategic Improvement Systems, LLC, a management consulting company designed to assist leaders in improving the performance of their organization from a strategic perspective. Charles conducts **research, consults**, and provides **customized training** on *Strategy, Quality, Analytics, Improvement, and Innovation*. He has worked with organizations worldwide on strategic improvement initiatives including Fortune 500 companies, privately-held companies, non-profit organizations, and government entities. His most recent research projects were on *Quality, Analytics, and Big Data* and *Big Data in Hoshin Kanri*.

Charles earned a **Ph.D. in Business – Operations and Information Management** from the University of Wisconsin-Madison specializing in strategy; strategic improvement; and quantitative analysis. His Ph.D. dissertation is titled, "Horizontal Interaction During Strategic Improvement Initiatives: A Study Involving Six Quality-Oriented Organizations." Charles has conducted research on Six Sigma, Lean, Process Management, Knowledge Management, Visioning, Hoshin Kanri, Long-Term Planning, Preserving Quality Superiority, Product and Service Design, Discovery, Process Improvement, Analytics, and Big Data. Charles also earned an M.B.A. and a Ph.D. minor in Statistics from UW-Madison; an M.S. degree in Statistics from Iowa State University; and a B.S. degree in Economics from South Dakota State University.

# *Customer Experience Deep Dive*

## *January 23, 2019*

### **Registration & Payment Information**

#### **To register . . .**

Send an email message with the registration information below to [charles@sisliedtke.com](mailto:charles@sisliedtke.com)

- Name
- Organization, Title / Position
- Email Address
- Payment Preference

#### **To pay . . .**

**Price:** \$475      **Payment in Full** in the Amount of **\$475** is Due By **January 16, 2019**

**Payment in full** must be received by **January 16, 2019**. There are three ways that you can pay for the course:

1) Mail a check to Charles at the address below with the registration information (above).

Charles A. Liedtke, Ph.D.  
Strategic Improvement Systems, LLC  
6231 Hummingbird Road  
Excelsior, MN 55331

2) Submit a purchase order with the registration information and you will be sent an invoice.

3) Submit the registration information and indicate that you would like to pay by credit card. Charles will send you an invoice through PayPal.

A person's registration is transferable to another person at any time until the course begins. There will be an 80% refund (\$380) for a cancellation until January 16, 2019. There are no cancellation refunds after January 16, 2019.

Price of **\$475** per participant includes:

- 6.0 hours of training
- Set of learning materials
- Breakfast, lunch buffet, and break refreshments
- *Customer Experience Deep Dive* certificate

### **Questions**

You can phone Charles at 952-380-0778 or email him at [charles@sisliedtke.com](mailto:charles@sisliedtke.com).

**Privacy Notice:** Registration information will only be used for internal administrative purposes by Strategic Improvement Systems, LLC and will not be shared with any third party.