



Places are strictly limited for these FREE events, so please **express your interest by 3 April**

EXPRESSION OF INTEREST

DEVELOP A CUSTOMER EXPERIENCE JOURNEY MAP & CREATE A VOICE OF THE CUSTOMER PROGRAM

Council on the Ageing (COTA) Queensland, in collaboration with Enkindle Consulting, is hosting workshops for Queensland-based CHSP Providers.

This comprehensive workshop spans a full day and is crafted to assist your organisation in grasping the fundamental principles of customer experience. Effective engagement

- informs how services can be tailored to customer needs and expectations
- fosters satisfaction and loyalty amongst customers
- enhances your brand and
- enables compliance with legislative requirements such as the new Aged Care Quality Standards, particularly Quality Standards 1, 2, and 3, while bolstering governance within the updated Aged Care Act.

TOWNSVILLE – 16 MAY

[EXPRESS YOUR INTEREST](#)

BRISBANE – 21 MAY

[EXPRESS YOUR INTEREST](#)

Who should attend? One to two people from CHSP Services are encouraged to apply: Operations Managers, Marketing Team Members, General Managers, Care Managers, Smaller Organisations CEOs, Quality Managers, CHSP Coordinators, Consumer Engagement Managers and similar.

More Information: Details of the workshop are on the **next page**. This session is provided at no cost to the participants. Please register your interest by 3 April 2024 [here](#). Places will be confirmed on 11 April 2024 via email.



For more information please contact CHSPSectorSupport@cotaqlld.org.au

16 May 2024
9am to 5pm
Mercure Townsville

21 May 2024
9am to 5pm
Brisbane International Virginia

Morning: Developing A Customer Experience Journey Map

In the morning session, we will take you through a series of steps to develop a CHSP / home care customer experience journey map. Born from design thinking, a customer journey experience is all about talking to our customers and stakeholders to understand what the customer experience is like in your organisation. The insights help organisations understand the touchpoints, pain points and opportunities for customers. Providers can then use those insights to improve the experience of their customers and staff through technology investments, changes in how we do things, and the development of products and services. Participants will be provided with:

- A checklist for creating your Customer Experience Journey Map project
- A template for organising your insights into themes
- A CHSP / home care Customer Experience Journey Map template for finalising and publishing your insights
- A copy of the presentation slide deck

Afternoon: Creating a Voice of the Customer Program

The afternoon session will assist CHSP Providers to move from a customer feedback program to a comprehensive voice of the customer program. Walk away with a practical framework so your organisation can always listen to your clients with the goal of improving your customer experience and brand. Included in the workshop:

- A voice of the customer framework template for home care services
- A fact sheet on pulse survey and focus group best practices
- A checklist for implementing your Voice of the Customer framework
- A copy of the presentation slide deck