

Wow Now HCX Method and Masterclass Training Program Overview

Presented by Rosaria Cirillo, CCXP (former ART)









HCX Method & Masterclass

Our framework



Wow Now HCX Framework & Training Overview

Wow Now methodology and training help CX Pro understand, choose and pursue **Happiness Driven Growth**, a new life-enriching approach empowering companies to achieve growth, productivity and prosperity by cultivating happiness. We believe the future of CX is HCX: **Human-Centered and Happiness-Contributing Experience.**

Wow Now HCX Framework combines over 18 years of CX experience with insights from neuroscience, behavioral economics, and science of happiness into three ingredients:

- HAPPINESS nine Factors: Health, Autonomy, Purpose, Play, Integrity, Nature, Empathy, Simplicity, and Smile.
- DRIVEN six Competencies: Define, Research, Innovate, Validate, Execute and Nurture and
- Growth six stages: Grounding, Reaching-up, Orchestrating, Wowing, Taking Time, and Harvesting

Wow Now HCX Masterclass combines the Science of Happiness with CX best practices to cover the six DRIVEN competencies and the six CX **Disciplines:** 1. Vision & Strategy, 2. Human Understanding, 3. Design, Innovation & Improvement, 4. Measurement, 5. Change Enablement, 6. Leadership & Culture.

Our framework has also been documented in books available on Amazon (in e-book and paperback):

- Yellow Factor. Happiness in Business covers the HAPPINESS and GROWTH elements of the framework,
- Wow Now HCX Masterclass Compendium: Your concise guide to Human-Centered and Happiness-Contributing Experience Leadership focuses on the DRIVEN competencies.

Our masterclass is available in various formats online and offline, as **in-company class** or as a **public class**, at client's office or at a location fully arranged by us, and since 2020 also via Zoom live classes using Miro as digital board. E-learning modules are currently also in development.

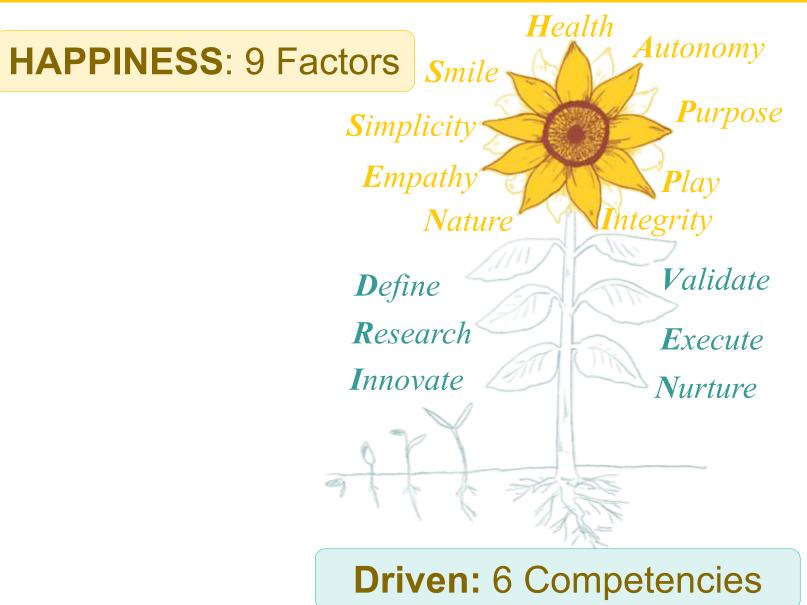
In this deck more details about our way of working, framework and processes.

My dream is to live in a world of HCX

HCX - Human-Centered & Happiness-Contributing Experience

- Human-Centered → business models see "companies, employees and customers" like human beings with a common shared goal: a peaceful, sustainable, healthy and happy life.
- Happiness-Contributing → companies design and deliver products, services and experiences that are meaningful and life enriching for customers, enabling and empowering their employees to make a difference in peoples' life.

WOW NOW Happiness Driven Growth Framework



GROWTH: 6 Stages

Harvesting

Taking Time

Wow Blossoming

Operationalizing

Reaching up

Grounding

WOW NOW HCX Framework: DRIVEN

COMPETENCY

DEFINE

Align & Motivate

RESEARCH

INNOVATE

VALIDATE

EXECUTE

Nurture



Discipline

Vision & Strategy

Human Onderstanding

Experience Design, Improvement & Innovation

Measurement & ROI

Organizational Adoption & Accountability

CONSISTENTLY DELIVER & IMPROVE THIS EXPERIENCE

Culture &

Leadership



Scope

DEFINE THE RIGHT EXPERIENCE

Understand & Empathize

Innovate, Improve,
Prevent

Measure

Enable, Empower, Communicate

Lead, Embed, Engage



Set of practices & competencies that enables companies to:

Craft a strategy that clearly articulates the experience the company wants to deliver in alignment of the company's brand attributes & overall strategy, share & use this strategy to guide decisions and prioritization in the organization

Create a consistent shared & empathetic understanding of who company's customers are, their needs, wants, perceptions, and preferences through the collection and analysis of the voice of the customer & employee to generate real, actionable insight

Envision & implement customer interactions that meet or exceed expectations, and consistently design, correct, improve, and differentiate customer experiences using a repeatable approach. Close the bigger loop by removing identified root causes

Define a customer experience quality framework that evaluates customer perception in a consistent manner across enterprise, creating & reporting metrics to measure CX success, including their use in regular reviews and decision making processes

Manage and prioritize customer experience in a proactive and disciplined way, enabling & empowering employees, assigning responsibilities, driving change & developing cross-company accountability at all levels. Regularly review metrics & maturity.

Create a system of shared values & behaviours that reflect the brand promises and encourage, empower & enable all employees to deliver remarkable, meaningful and lifeenriching experiences, taking into account all the stakeholders.



- * Vision, Mission, Values
- * Brand Promise
- * Customer Promises
- * Stakeholder engagement

- * Human Behaviour, Drivers, Emotions
- * Collect, Analyse,
 Document & Share
 Voice of Customer &
 Voice of Employee
- * Research methods
- * Solicited/unsolicited feedback

- Experience Ecosystem
- * Design Thinking & Human-Centered Approach
- * Improvement, Innovation & Ideation methods
- * Small/big feedback loop

- * Measures & Metrics
- * KPIs & Reporting
- * Collect, Analyse, Document & Share Data & Insights
- * ROI

- * Alignment with business Goals
- * Governance, Maturity Audit & Resources
- * Project management
- * Prioritization & Enablement
- * Communication
- * CX Professional Role

- * Daring Human Leadership
- * Positive Intelligence
- * Employee Engagement
- * HR Practices: Hiring, Onboarding, Training, Socializing, Evaluating & Rewarding
- * Storytelling

WOW NOW Happiness Driven Growth Framework

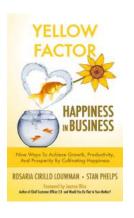








HAPPINESS: 9 Factors





GROWTH: 6 Stages

While the HAPPINESS and GROWTH elements of the framework are covered in details in *Yellow Factor* book, this compendium focus on the DRIVEN competencies.

Masterclass & Compendium Objectives



- ✓ Create a broad framing & understanding of HC-Customer Experience, with its set of standard practices that leading companies routinely perform across 6 disciplines.
- ✓ Increase knowledge and provide you a toolbox reference to support you in the fast-changing role of marketing & customer experience
- ✓ Prepare you for the CCXP exam and help you blossom as HCX Pro
- ✓ Provide space to start conversation and discussion around Customer Experience challenges, opportunities and new ways of working
- ✓ Depending on participants needs, focus is given to selected concepts as basis for reflection, discussion, team-work and actionable output to move the organization forward on its HCX journey to gain & maintain competitive advantage while having fulfilled employees
- ✓ Identify MAGICS © summary and action plan that each participant can put into action
- ✓ Learn, Share, Connect & Grow

Additional Wow Now HCX related courses

- Experiencing Happiness and Flow through Intuitive Painting Session: a fun and engaging experiential 3 to 4 hours session to do with the team to experience flow and happiness while exploring a given topic (i.e. gratitude or celebrating past year achievements or envisioning upcoming goals) through intuitive painting
- Happiness Driven Growth & Yellow Goldfish Masterclass: covering the Why, What and How of increasing Happiness in Business as your competitive advantage, and the new path to growth, productivity, and prosperity, through creation and delivery of Yellow Goldfish, the little extra that businesses can do to increase Happiness for their customers, employees, and society. Based on the insights from our book Yellow Factor and of the Science of Happiness.
- (Customer Service) Empathy & Emotional Readiness: covering theory and exercises for client's customer service management and team to understand the impact of emotions, to identify and respond to emotions, and to create a connection with your customers
- Master the Journey: A Design Thinking & CJM Drill. Step-up your organization Customer Experience and innovation capabilities with this program. During this 3 days program, we cover the basics of Design Thinking, how to use it in CX projects while solving a business challenge. 20% theory and 80% hands-on, this is a very practical session in which starting from a challenge framed by a problem statement (How Might We...), partricipants will apply Design Thinking methodology across the full double diamond process from empathize to define, to ideate, to prototype and testing.

Lead Trainer

Rosaria Cirillo







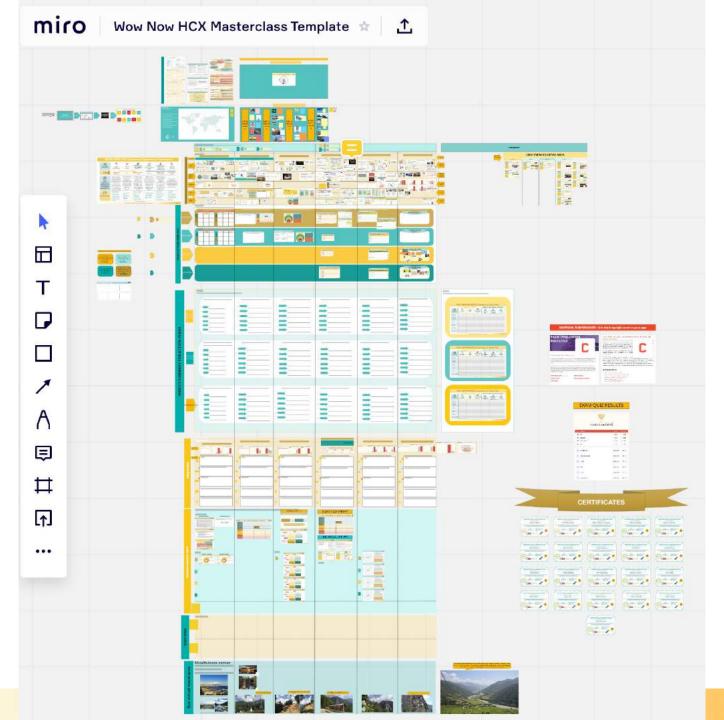


Our Miro virtual classroom walls

Since 2020 lockdown, we have developed a virtual wall template for our masterclasses in Miro.

For each Masterclass, we will prepare upfront and regularly update through each class session a virtual classroom walls where participants will:

- Collaborate virtually during classes and in between classes
- Find the key contents shared from the compendium and any additional content shared (i.e. cases studies or best practices) not in the compendium
- Be able to keep working in the future is desired as we can create an edible export at the end of the training that WK can then continue to work on as needed



MasterClass set-up (customized based on needs)

Each CX discipline is covered in a separate module with 4 elements aiming to get participants:

- Grounded: providing data and insights about the topic
- **Empowered**: explaining theory with frameworks sharing and open questions
- Activated: learning by doing using Design Thinking tools and methodologies
- Blossoming: a recap in which we share key learning and actions to be taken

For each discipline there are 3 key concepts. For each concept either reflection/discussion or exercise, and one key output. Depending on class timing and number of participants, ype of workouts include (but not limited to):

- Individual reflections, Group reflections and discussion
- Group work in 2 teams of 10 (Bright Yellow; Sustainable Green) or in 5 teams of 4 (Thinkers, Feelers, Entertainers, Controllers)

Materials provided to participants

- Compendium & Yellow Factor book → via Amazon
- Extra A4 Frameworks and Template: 6 Discipline framework; Magics Action Plan; Empathy Map and Persona Templates; Brand/Customer Promises Map & Organization Action Plan → PDF file & in Miro
- Participations Certificate → PDF file and/or paper

Testimonials – in-company class December 2020

How would you describe your experience and the value of this HCX masterclass?

- ➤ This course allows even those in some existing CX practices to gain insight, depth and additional resources to uplift or mature and expand CX efforts
- "Rosaria and Grazia are passionate, and that excitement will rub off on you and energize you to become a customer experience ambassador" anonymous
- Working in a customer facing role I thought I had a clear vision of what customer experience should look like, but it was actually just the tip of the iceberg! This Masterclass helped me realize that there is so much more that makes up the total customer experience than I thought.
- I would say HCX Masterclass gave me an upper edge to handle customer queries, concerns, issues in a much better way to enrich customer experience for HERE customers. I definitely consider myself as customer exp professional.
- Working with Rosaria was a Wow experience. She was focused on customizing the training to our needs and spent a lot of time learning about our company beforehand. Rosaria delivered the content in an inspiring manner, always taking the time to answer questions, provide examples and to energize the participants.

Which 3 words would you use to describe this HCX Masterclass?

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challenging
                        many-group-work
            Learning-Curve
                             efficient
                         agile
                                Interactive
             educational
                         Getting-Ideas
       ah-ha-moments
    Dynamic customer-centric Intriguing
       Excitina
       Focused
 Comprehensive
       Empowering
rich-content different
     Meaningful
                 nformative
       Engaging
                       Interesting
                Enlightening
```

Testimonials – 2019

About Rosaria Cirillo H-CX Masterclass 2019

"Built on her extensive professional career with blue-chip players,
Rosaria's masterclass is structured,
engaging and memorable. A fine
balance between theory, the newest
tools and inspiration in the right
setting to share with other CX
practitioners. A must for anyone
looking to take CX to the next level."

Rebecca Taylor, UX Strategist,

MedTech and FinTech (Luscii

Healthtech, ABN AMRO)

"Rosaria's one-day masterclass was intense and inspiring. It was great to have a pressure-cooker-style condensed presentation of the CCXP theory enriched with real-life examples. For those who don't have a lot of time but want to get a firm base of CX, this is a great way to spice up your knowledge and prepare you for the CCXP"

Eric Nijman, Founder & principal ebusiness consultant "Not only is Rosaria's experience in CX impressive, she also has the ability to energize and motivate while transferring her knowledge base to others with ease. Her industry examples showed us how companies are succeeding by being Human-Centric and contributing to happiness. Highly motivating!"

Lianne Bergeron, Customer Engagement Manager

Testimonials 2018

One word summary from participants to Rosaria Cirillo multiple in-company CX

Masterclasses for Wolters Kluwer



"Rosaria's ability to think along with her customer is amazing. Wow Now-workshops are inspiring, interactive and actionable. I always learn something from her"

& Engagement Manager, Wolters

Kluwer

(About multiple masterclasses and workshops run by Rosaria Cirillo, 2014-2018)

Glimpses from our classes











About the author: Rosaria Cirillo Louwman



ROSARIA CIRILLO LOUWMAN

Rosaria is a (little Italian) ball of energy, enthusiasm, and passion. Originally from Caserta, in Italy, she studied in Rome and in 2002 she moved to the Netherlands, where she works and lives with her husband and two sons.

Rosaria is the author of Yellow Factor (formerly Yellow Goldfish), a book covering nine ways increasing Happiness in business can drive growth, productivity, and prosperity, and of a series of artistic and inspirational books including My Circle of Connections and Words of Wisdom Nurturing Our World.

She is a TEDx Speaker, CX Advisor, Certified Happiness Trainer, Certified Customer Experience Professional (CCXP), and former CXPA Authorized Resource Trainer.

Rosaria's dream is to live in a world where we all strive to have HAPPY, life-enriching interactions with each other, hence she has made it her mission to bring more happiness and connection into the world through her work.

To help fulfill her dream, after 12+ years in various roles across sales, business improvement, e-commerce, and customer experience for leading companies like Forrester, Stream, Adobe, and Philips, she founded Wow Now in 2013 to inspire and help companies to choose, design, and deliver WOW life-enriching experiences that contribute to everyone's HAPPINESS!

She is the developer of the concept of Happiness Driven Growth©, a revolutionary business model compelling companies to maximize overall happiness instead of concentrating on loyalty and profit. She also established a new measurement she dubbed the Happiness Contribution™ Factor.

Since founding Wow Now, she has been advising and inspiring large multinationals like Wolters Kluwer, Heidelberg Drukmachines, and Engels and Völkers, as well as fast-growing medium companies like CustomerGauge, Cleeng, and Voiceworks and many other companies, including KPN, Nutricia, Aegon, Hello Customer, T-mobile, ING, UBM, and MilkyMap about improving customer experience and increasing happiness in business through her consultancy, workshops, masterclasses, public talks, and intuitive painting sessions.

To book Rosaria as advisor or for an upcoming keynote, webinar, or workshop, go to www.wownow.eu, and connect on LinkedIn.

You can find Rosaria on Instagram and Twitter @wownowexp . You can reach Rosaria at rosaria@wownow.eu or call +31 6 50924311.

WHO?











ENERGY

ENTHUSIASM

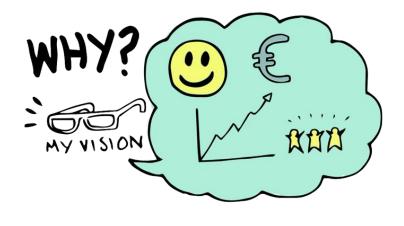


















Certifications, clients and collaborations





Memberships & Certifications













TRAINING

Founding member CXPA NL







Testimonials

- wownow.eu/training/
- wownow.eu/testimonials/

