

How to Increase Customer Engagement and Loyalty.

Lean Agile & Service Design Approach



Symphony Solutions experts invite you to participate in mindset transforming Lean Agile & Service Design Webinar to take place on **September 24, 2020, at 4:00 PM - 4:45 PM CEST.**

Discover Lean Thinking, Agile and Service Design practices to address the following challenges:

- How to make online experience comfortable for the customers who have previously been staunch offline retail stores
- How to manage changing needs of the existing clients and deliver new products faster
- How to secure high level of customer experiences by receiving constant user's feedback

WHO WILL BENEFIT

- **C-Level Executives: Chief Product Officers · Head of Customer Experience · Head of Technology · Head of UX · Chief Marketing Officers · Heads of Customer Service**
- Business Unit Managers that influence the customer experience
- Business Analysts
- Change agents involved in Agile transformation processes at scale
- Product Managers
- Scrum Masters
- Solution or System Architects
- Agile Coaches

TOPICS COVERED

- Overview of Agile, Lean and Service Design Practical tools used by each of the approaches
- Customer centricity and Design Thinking
- Business and organizational agility
- User testing

After the Webinar you will learn how by adopting Lean Agile and Service Design to create new or additional product value faster and how to apply all three approaches into full cycle of product and customer service delivery.

VIRTUALSTOCK

“THEY’VE BEEN INSIGHTFUL AND OF VALUE TO US IN HELPING US STRUCTURE AND EXECUTE THAT PROJECT. WITHOUT THEM, WE WOULDN’T HAVE MADE NEAR THE PROGRESS WE HAVE WITH AGILE.”

CEO, VIRTUALSTOCK

EVENT DETAILS

Sept 24, 2020
at 4:00 PM — 4:45 PM CEST

Online

[Sign Up](#)

AGENDA:

- 1 Presentation:
 - Service Design
 - Lean Thinking
 - Agile Delivery
- 2 Wrap up and Q/A



KATERYNA ZAIKO

Head of Design Office at Symphony Solutions, Co-founder of Service Design Network Ukraine, Service Design Accredited Trainer, UX Master Certified by Nielsen Norman Group, SAFe Certified and Service Design Academy Certified



ANDREW ROMANUKHA

Agile Coach, Scrum Master at Symphony Solutions, Certified SAFe Scrum Master and SAFe Agilist