

# Customer Profiles Webinar 3 Worksheets

C U S T O M E R   F R A M E

*putting the heart back into business*



YARRA RANGES TOURISM

## Notes

A PLACE TO CAPTURE YOUR THOUGHTS + IDEAS AS YOU WORK THROUGH WEBINAR 3

[illegible]

# Applying profiles for action

Now that you have generated a range of thoughts + ideas on your operations based around your Customer Profiles, you need to bring them together into one place to stay focused. Capture the actions you've noted through the program, across each of the improvement areas below, state which profile they are for + place a ✓ in DONE when you complete them.

MARKETING + COMMUNICATIONS	PROFILE	DONE
1		
2		
3		
4		
5		

SOCIAL MEDIA + CONTENT PLANNING	PROFILE	DONE
1		
2		
3		
4		
5		

WEBSITE DEVELOPMENT + IMPROVEMENT	PROFILE	DONE
1		
2		
3		
4		
5		

PRODUCT DEVELOPMENT + PACKAGING	PROFILE	DONE
1		
2		
3		
4		
5		

CUSTOMER EXPERIENCE IMPROVEMENT	PROFILE	DONE
1		
2		
3		
4		
5		



# Self reflection: your program journey

**WHETHER THIS IS THE END OF THE JOURNEY OR YOU SEE IT AS THE BEGINNING, TAKE TIME TO REFLECT ON WHAT YOU'VE COME AWAY WITH**

Day-to-day operations can quickly become all encompassing - particularly when you're busy - dragging you back to the position you've always been in. By focusing on the customer + what they need from you, you can be more focused, more efficient + more effective in your role. Use the following questions to help solidify your journey + become a reference point for your thinking.

**THE MOST SURPRISING THING I LEARNT WAS...**

**AS A RESULT OF THE PROGRAM, I CAN NOW...**

**TO ENABLE SUCCESS, I NEED...**

## Major thought checklist

## BRINGING YOUR CUSTOMER PROFILES TO LIFE

After completing the series of three webinars, I now understand the following foundations + ideas:

	<b>Idea 1:</b> Customer Profiles go beyond ‘everyone is my customer’ + broad demographics
	<b>Idea 2:</b> Customer Profiles help to find new opportunities through empathy + focus
	<b>Idea 3:</b> My region has a set of eight (8) Profiles that depict the typical visitors to the region
	<b>Idea 4:</b> Not all Profiles have to apply – I can choose who I want to focus on (or not!)
	<b>Idea 5:</b> Profiles can drive a range of improvements from marketing to product development

## Notes

## GOLD NUGGETS + OTHER TAKEAWAYS

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