

## Tailored Customer Journey Workshops

Are you ready to bring your customers' journeys to life? During single- or multi-day workshops, your team has the opportunity to work one-on-one with Diebold Nixdorf experts. Take a deep dive into your roadmap. Discuss your strategic initiatives. Explore gaps and opportunities within your organization that could drive efficiencies and open up entirely new growth segments for your brand.

### **Tailored Programs. Global Thought Leaders.**

The power is shifting to consumers—which is why a customer-journey-based strategy has never been more important. We know, the struggle is real. Spend a day with us, and we'll help unpack your organization's biggest challenges. Each workshop agenda is customized to meet your needs, including topics such as:

- **The Start of the Journey**  
Why are journeys important? How are leading banks embracing journey thinking?
- **Self-Service & Branch Journeys**  
How can you create and enable more seamless experiences and drive automation?
- **Connected Commerce Journeys**  
Are you ready to go beyond omnichannel to build a connected financial ecosystem for your consumers?
- **Protect and Enhance Your Brand**  
Are you interested in exploring how to leverage data and ensure security throughout each journey?

Will your current strategic roadmap get you where you want to be in five years?  
Do you want to validate your direction to ensure no stone is left unturned?  
Now is the time to schedule a workshop to set your course (or validate your thinking)!

Our approach is collaborative and customized to meet your needs. The competitive environment is changing rapidly—and our experts are on the front lines around the globe. Tap into our industry-leading knowledge base in a single-day or multi-day visit, and ensure your strategists and SMEs connect with ours for direct, frank, actionable discussions that will lead to immediate results for your organization.

**Contact your Diebold Nixdorf representative today to schedule a workshop, or find out more at [DieboldNixdorf.com/workshops](https://www.dieboldnixdorf.com/workshops).**



# Customer Journey Workshop | Sample Agenda

This is a sample agenda for a 1-day workshop to give you an idea of what to expect. We are happy to customize the agenda to meet your organization's needs.

30 minutes	<b>Welcome &amp; Introduction</b> Diebold Nixdorf
45 minutes	<b>The Stage for our Guests   Guest Bank</b> <ul style="list-style-type: none"> <li>▪ What are your key business priorities?</li> <li>▪ How strong has journey thinking been embraced within your bank?</li> <li>▪ Which journeys have successfully been implemented, which are on the roadmap?</li> <li>▪ What are your future (journey) priorities?</li> </ul>
45 minutes	<b>Journeys in Banking – a 2019 Perspective on Global Trends   Diebold Nixdorf</b> <ul style="list-style-type: none"> <li>▪ Why are journeys important?</li> <li>▪ How leading banks embrace the journey thinking</li> <li>▪ How banks are building seamless and intuitive journeys, transcending channels</li> <li>▪ Journey mapping theory</li> </ul>
2,5 hours	<b>Spot on: Self Service &amp; Branch Journeys   Guest &amp; Diebold Nixdorf</b> <ul style="list-style-type: none"> <li>▪ Explore seamless branch journeys in motion</li> <li>▪ Discuss industry best practices</li> <li>▪ Design your individual journeys</li> </ul> <p>Mobile cash journey   2-way video journey   Merchant Automation Journey   Assisted Counter Journeys   Smart Teller Journeys   Cash Automation Journeys   ....and more</p>
2 hours	<b>Spot on: Digital, Life &amp; Connected Commerce Journeys – the Interface for Banking and Retail   Guest &amp; Diebold Nixdorf</b> <ul style="list-style-type: none"> <li>▪ Explore seamless journeys in motion</li> <li>▪ Discuss industry best practices</li> <li>▪ Design your individual journeys</li> </ul> <p>Mobile Banking &amp; Onboarding Journeys   Connected Commerce &amp; Life Journeys   ....and more</p>
1,5 hours	<b>Spot on: Journey Insights &amp; Operations   Guest &amp; Diebold Nixdorf</b> <ul style="list-style-type: none"> <li>▪ Explore how to leverage data to improve existing journeys, create new journeys or to enhance operational efficiency</li> <li>▪ Discuss three layers of defense to secure your journeys and the connected data</li> </ul>
1 hour	<b>From Script to Movie: How to get started   Guest &amp; Diebold Nixdorf</b> <ul style="list-style-type: none"> <li>▪ Doing the right things in right order: Get to know an agile approach to implementing new journeys</li> <li>▪ Discuss potential next steps</li> </ul>
15 minutes	<b>Wrap-up</b> Diebold Nixdorf
Options	<p>Depending on the location chosen for the visit and time your customer is able to spend with us you can choose different options:</p> <ul style="list-style-type: none"> <li>▪ Any portfolio or solution pitch or deep-dive</li> <li>▪ Visit the Innovation Lab or the factory</li> <li>▪ Arrange a management meeting</li> <li>▪ Networking dinner with SME's before, after workshop</li> </ul>