

Customer Centric Design – Mastermind group

By Invitation Only

Purpose

- This Customer Centric Design group is called a 'mastermind group'.
- Main purpose is to create a group of like minded professionals who are interested in **Customer Experience Design & Design Thinking**.
- You can use this group as a bouncing board for your ideas when you are working on improving or designing Customer Experience
- Sharing ideas, best practices, tips, opinions, find inspiration & personal experience on Customer Experience Design & Design thinking application
- You don't need to be an expert on this topic. All that is needed is your genuine interest
- Aim is keep the group small and manageable, so value is maximum

Activities of Group

- Regular interaction through WhatsApp
- Face-to-Face interactive sessions in key cities (in India) – for case studies presentations, panel discussions, new developments in the field, etc
- Regular knowledge sharing webinars (be a presenter or participant)
- Foster business relationships

Target Audience

- Professionals from Marketing, Customer Service, Business Excellence, Quality, Customer Experience across sectors
- Mid to Senior level leaders in Corporate
- Start-up Entrepreneurs
- Designers – System, process, UX/UI

Fees

This membership is aimed at fostering a culture and sharing knowledge. There is no profit motive. Any cost incurred for face to face interactive sessions will be shared by participants

Group rules

- Always keep to the purpose of the group!
- Do not spam the group. Don't share irrelevant messages/memes/videos about other topics.
- Do not use the group for promotions of your products or services including adverts or deals. And no job posting
- **Political & religious messages are strictly prohibited. Members will be removed without notice**
- Don't use offensive rhetoric and no arguing, no heated opinions, no fear mongering, no hyped up drama
- No good morning messages, thought for the day & happy 'some' day greetings
Please don't send in a hundred "thank you" messages when people greet you for something
- Group Admin will be the moderator and his/her decision will be final

Next Steps

As you have already consented to join the group, we will need to know about your interests. You can share your linkedin profile and we'll review and add you to the group soon.