

# Mobiquity North Star Workshop

**Elevate your digital programs  
by defining and aligning on your  
customer centric vision.**



COVID-19 has accelerated the use and adoption of digital technologies. Now more than ever, people of all generations – from Gen Z to Baby Boomers – are leveraging digital to safely and conveniently shop, dine, bank, and conduct everyday activities. Businesses that invest in digital are in the best position to thrive in the post-COVID economy. But how can you ensure that the digital products and solutions you're implementing are launched with care and never lose sight of the customer? Mobiquity's North Star Workshop can help.

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## The importance of a North Star

**The North Star framework helps you uncover what success means for your customer and how you will measure that over time. When creating a digital product or experience, you need to align your goals and establish a framework for measuring success. The North Star is your springboard for creating this alignment.**

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## Did you know...

### **66% of consumers will switch.**

The cost of a bad experience is high. 66% of consumers will consider switching to a competitor after just one or two bad experiences.

### **59% say customer experience determines brand choice.**

In the wake of the pandemic, 59% of customers say a brand's experience plays a bigger role in impacting which companies they support.

### **86% seek self-service tools.**

COVID impacted customer expectations when it comes to solving problems. 86% of customers express a willingness to solve problems on their own using tools like chatbots, videos, and FAQs.

*Customer Experience Trends & Challenges // 2020 CCW Digital*

# The Mobiquity North Star Workshop

## If we don't know where we are going, how will we know how to get there?

The North Star concept provides businesses with a canvas for aligning initiatives to customer goals so that you can plan and prioritize your product evolution based on customer impact. Mobiquity's approach has helped many companies gain alignment across disciplines, creating a stronger product, program, and brand that customers love.

The Mobiquity North Star Workshop can help your team achieve:

- **Realignment and validation that you are indeed customer centric.** Get reassurance that your teams are aligned internally and working toward one vision of what success looks like for the customer and the business, or make a plan for how to realign.
- **Outline of key data and analytic needs.** We'll help you understand what metrics are most important to capture and track for your business to support your North Star framework.
- **A North Star for success.** The Mobiquity team will help you organize the outputs from our workshop into the North Star framework canvas that you will be able to put into action immediately.
- **Roadmap prioritization framework.** We will share our prioritization framework to help your team put your new North Star into action by assessing your current roadmap and aligning with your new customer-centric approach.
- **Prioritized list of customer research needs.** An important part of the North Star process is validating it with your customers. We will leave you with a prioritized list of research activities that will help you do that.

## Benefits of this workshop

- Align your technology, people, and processes to your North Star to ensure you are fostering a customer centric culture
- Create and implement a North Star that is achievable, cross-functional, and validated with data
- Understand how to avoid common pitfalls in the goal setting process
- Establish a change management process and governance model for all teams and functions
- Carve out a new roadmap (especially if 2020 blew up your plans)
- Benchmark your digital maturity and work toward continuous enhancements



Ready to develop your North Star? Contact us today to get started.  
[www.mobiquity.com/contact-us](http://www.mobiquity.com/contact-us) →