

Executive Session

Outside-In Customer Experience Alignment

Half-Day or One-Day

Practical, fast, board-ready outputs.

Clarity, focus, and momentum in a single session.

A focused executive workshop

This Executive Session is a practical, facilitated working session for senior leaders who want a clear, shared view of their customers and the experience they are currently delivering, plus a confident plan to improve it.

In a Half-Day or One-Day format we align leaders on the customer segments that matter most, take a quick snapshot of customer experience (CX) maturity, and translate strategy into a short list of priorities that will win the Triple Crown, revenue growth, cost reduction and service improvement.

When to use this session

- Strategy refresh or new priorities
- Stalled transformation or too many initiatives
- Customer metrics are flat or falling
- You need a board-ready plan in weeks, not months

Who should attend

- ExCo and senior leaders with authority
- CX, Ops, Digital, Product, Risk, HR, Finance as relevant
- Best group size: 8 to 14 leaders
- Larger groups supported with breakouts

How it runs

- In-room or online, highly facilitated
- Light pre-work to gather key inputs
- Tools applied live, outputs captured live
- Deliverables pack shared within 48 hours

Clarity

A shared view of priority customers and what matters to them.

Focus

A short, agreed list of experience priorities and risks.

Momentum

A 90-day plan, owners, and next-step governance.

Proven methods, practical tools

Based on CEMMethod® and BP Group delivery experience across 140+ countries.
Delivered in-room or online, with outputs captured live during the session.

Executive Session Agenda

Choose the format that fits your diary and decision horizon.

Half-Day Executive Session

3.5 to 4 hours (plus a short break)

Core topics

- Welcome and business context, what success looks like
- Customer segmentation and priority customers (CCAT)
- Rapid CX maturity snapshot and key friction points
- Outside-in alignment, linking strategy to experience
- Top priorities, quick wins, owners, and next steps

Outputs

- Customer segmentation snapshot (priority customers)
- CX maturity snapshot and key risks
- Outside-in perspective summary
- Top 5 experience priorities with owners
- 90-day mobilization plan (first actions)

One-Day Executive Session

6.5 to 7 hours (including breaks and working lunch)

Core topics

- Welcome and business context, what success looks like
- Customer segmentation and priority customers (CCAT)
- CX maturity snapshot plus deep-dive into 2 to 3 critical moments
- Current state to future state experience mapping (lite journey view)
- Outside-in alignment, linking strategy to operations and governance
- Metrics starter set and an outside-in dashboard outline
- Priorities, sequencing, owners, and 90-day plus 180-day roadmap

Outputs

- Customer segmentation snapshot (priority customers)
- CX maturity snapshot plus priority moments that matter
- Future-state experience map (lite) for a key journey
- Outside-in dashboard outline and metrics starter set
- Prioritised roadmap: 90 days plus 180 days

Formats can be delivered in-room or online. Outputs are captured live and shared as a pack within 48 hours.

Deliverables pack

- Outside-in perspective summary (what to fix, and why now)
- Customer segmentation snapshot (priority customers)
- CX maturity snapshot and key risks
- Prioritised actions, owners, and sequencing

Decision support

- Triple Crown value case (revenue, cost, service)
- Impact and effort ranking of opportunities
- Metrics starter set and dashboard outline (one-day format)
- Governance cadence and decision points

Pre-work (lightweight)

- Bring your strategy, key KPIs, and any voice-of-customer data you have
- Optional pre-session maturity survey (15 minutes per leader)
- Agree the priority customer segments for discussion

Who should attend

- ExCo and senior leaders accountable for strategy and operations
- CX, Operations, Digital, Product, Risk, HR, Finance leaders as relevant
- Best group size is 8 to 14, larger groups can be accommodated with breakouts

Common follow-on options

- CX roadmap sprint (2 to 4 weeks) to translate priorities into an agreed portfolio and investment case
- Capability uplift for your teams via ACX, CPP, or tailored in-house programs
- CX operating model and governance design, including dashboards and measurement

To schedule an Executive Session, contact BP Group or your local licensed affiliate.