



Unveiling Customer Success

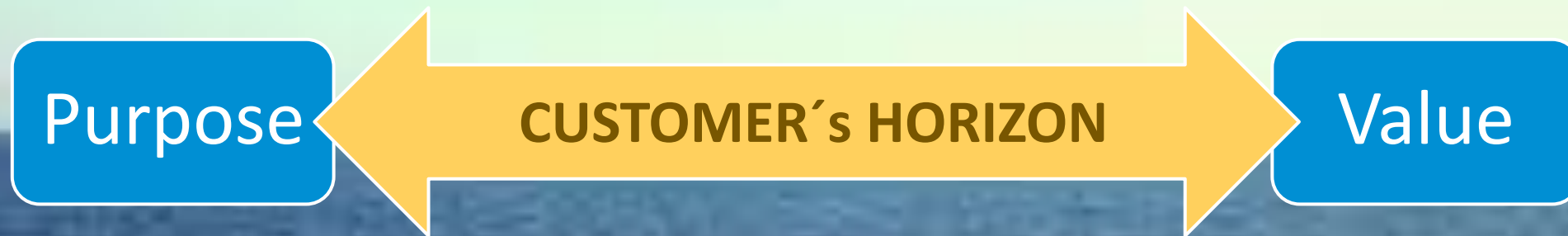
Creating a space for Customer Engagement

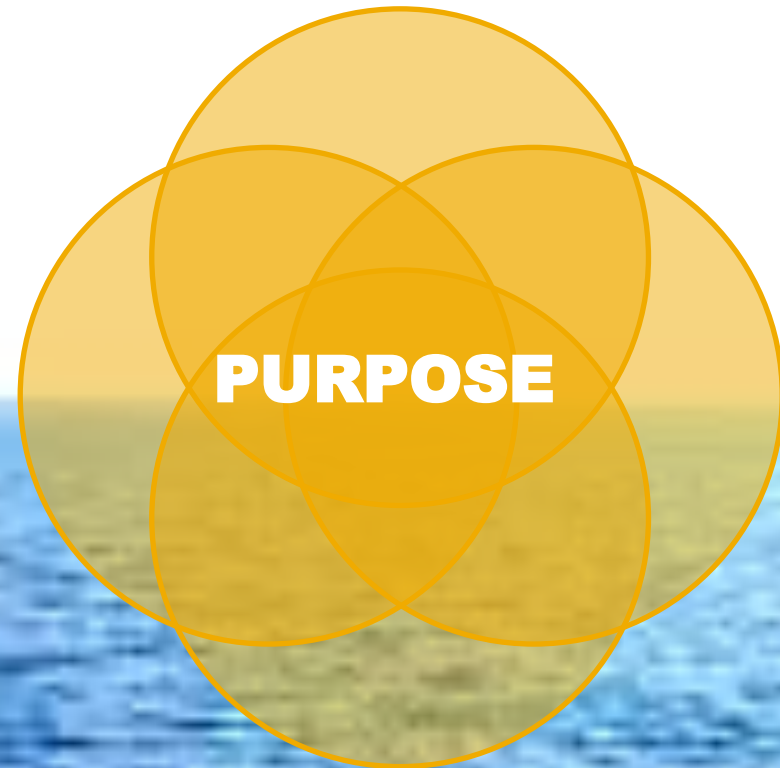
Manuel López

March 2021

Creating the SPACE for **CUSTOMER ENGAGEMENT**





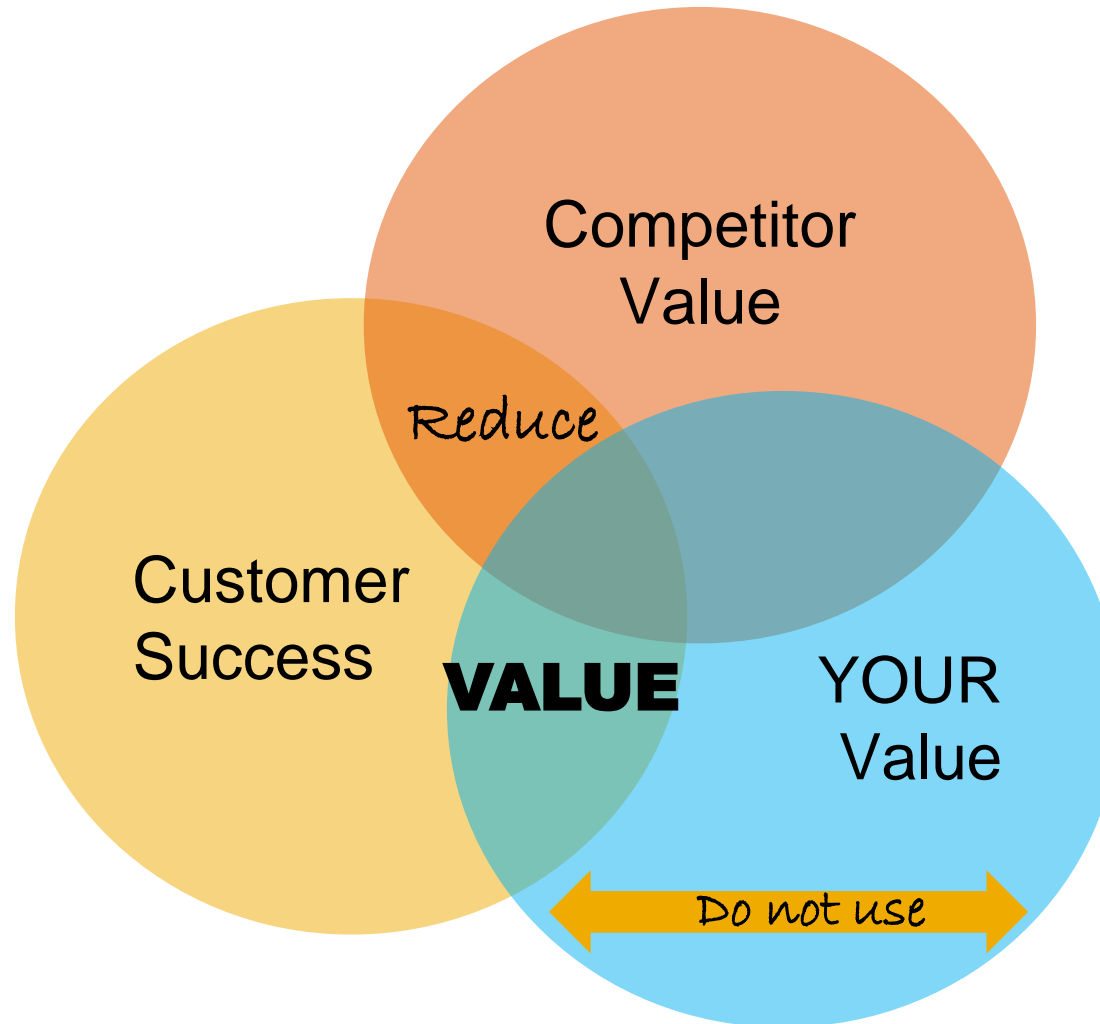


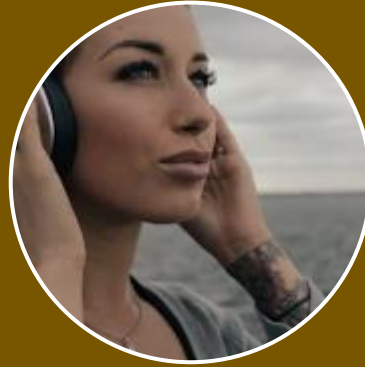
Customer's Horizon



Purpose (Ikigai)







Listen



UNVEILING THE CUSTOMER'S HORIZON

HEARING

H

LISTENING

L

ACTIVE
LISTENING

A

DOG BARKING

HEARING (H)
LISTENING (L)
ACTIVE LISTENING (A)

HAVING A CONVERSATION WITH YOUR PARTNER WHILE DRIVING

HEARING (H)
LISTENING (L)
ACTIVE LISTENING (A)

SOMEBODY PLAYS BEETHOVEN ON A PIANO

HEARING (H)
LISTENING (L)
ACTIVE LISTENING (A)

HAVING A INTENSE CONVERSATION WITH YOUR CUSTOMER

HEARING (H)
LISTENING (L)
ACTIVE LISTENING (A)

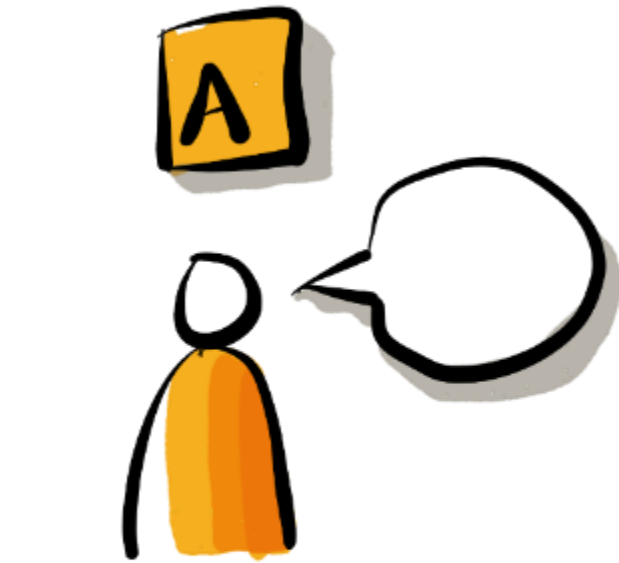
YOUR BROTHER IN LAW TELLING YOU ABOUT HIS LAST VACATION

HEARING (H)
LISTENING (L)
ACTIVE LISTENING (A)

SITTING IN A VIRTUAL CLASS

HEARING (H)
LISTENING (L)
ACTIVE LISTENING (A)

Listening exercise



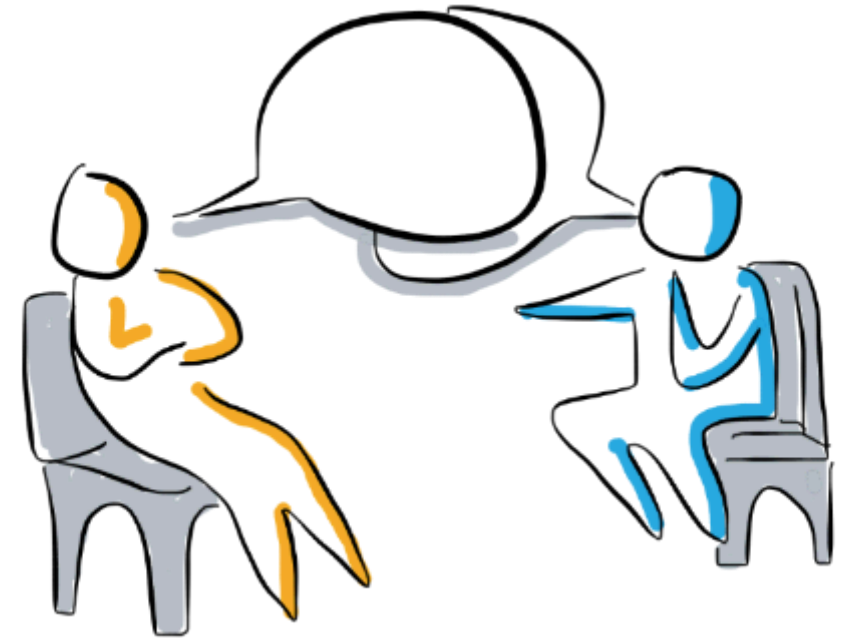
TALKS
ABOUT
ANYTHING



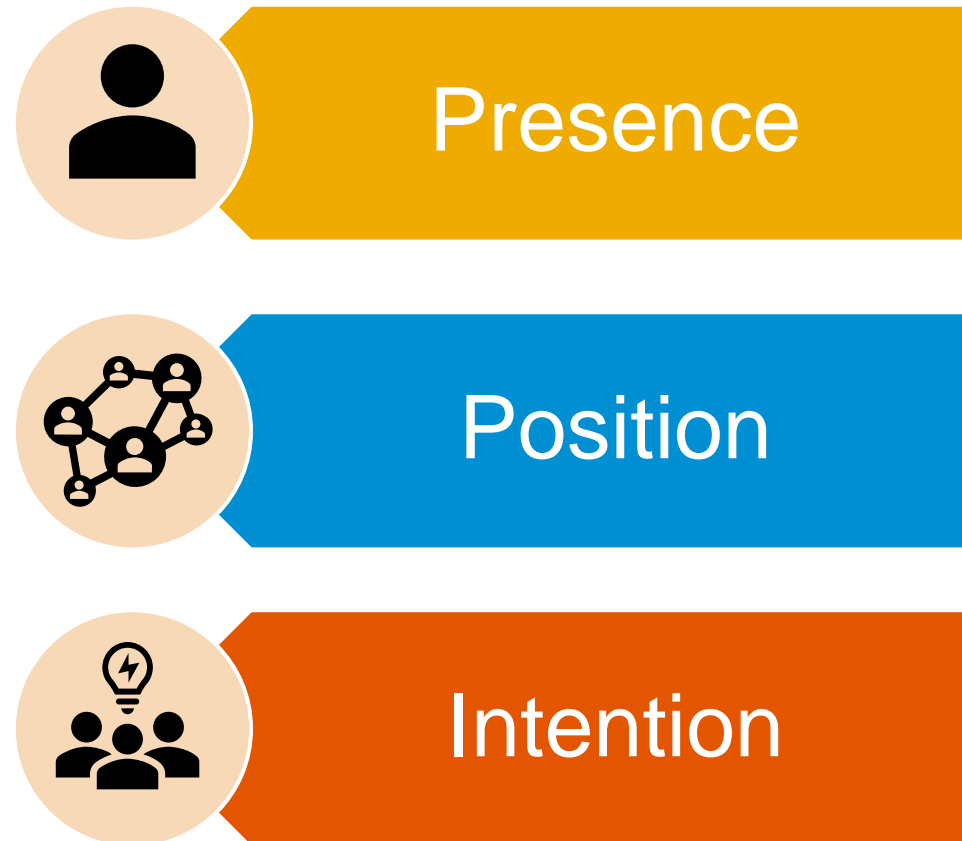
LISTENS



FOCUS OF THE
EXERCISE

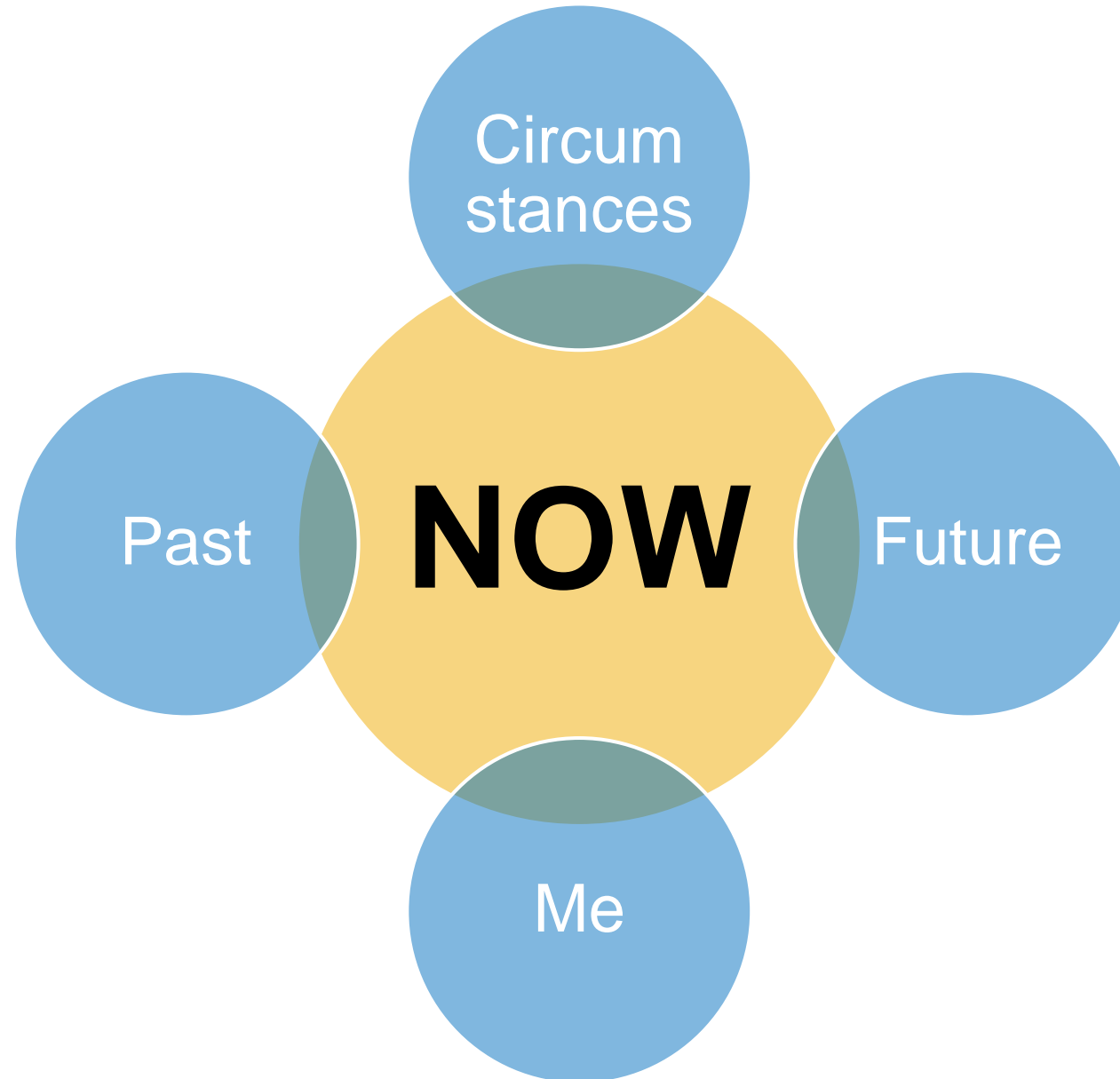


Basic Framework for active listening



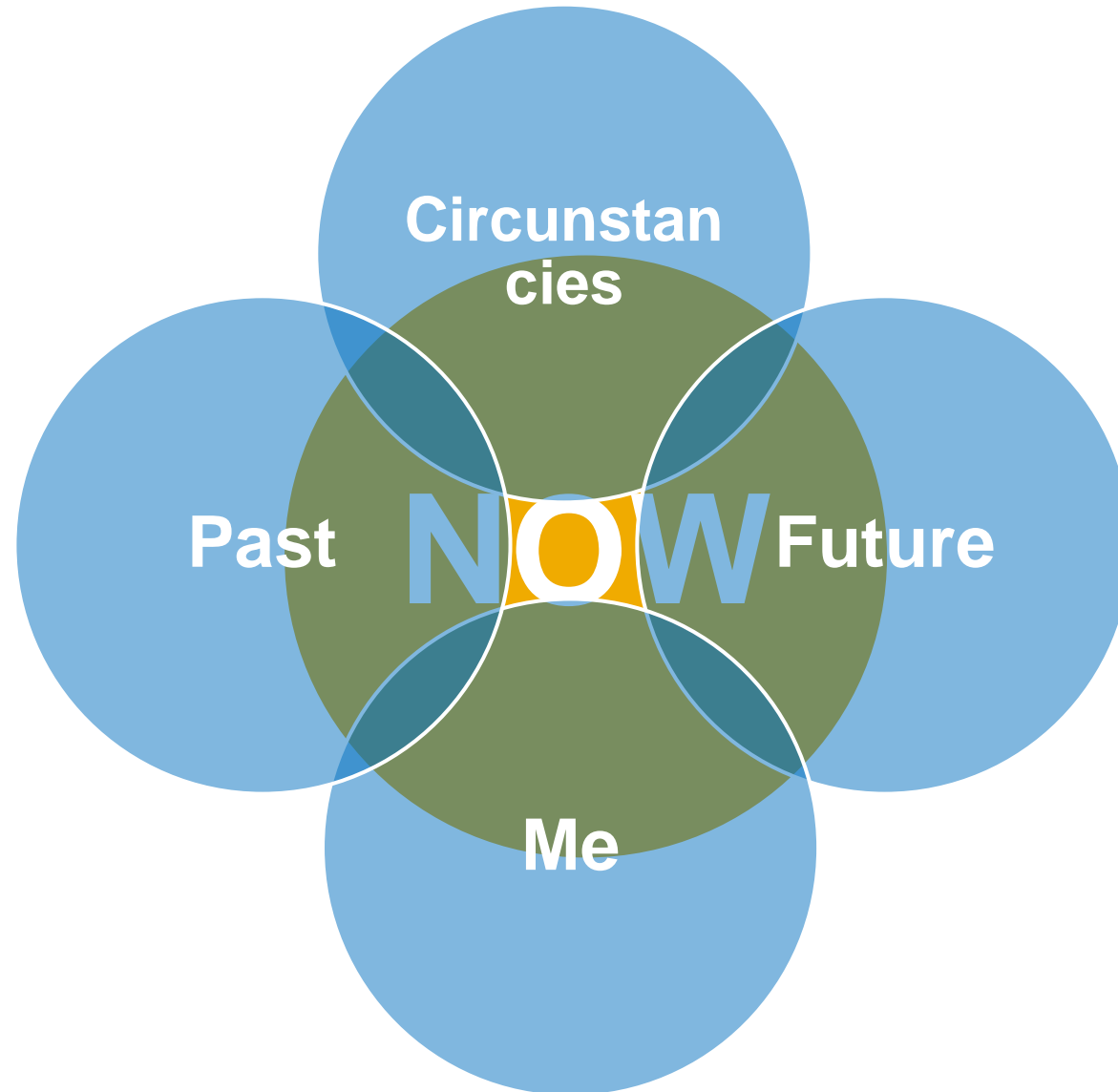


PRESENCE





PRESENCE





POSITION

WHAT THEY SAY

**WHERE DO YOU
LISTEN FROM**



INTENTION



THE DANGER
CREDIBILITY

“Most people **do not listen**
with the intent **to understand**;
they listen with the intent **to reply.**”

—Stephen R. Covey.



INTENTION ... without judgement

“the highest form of intelligence is to observe without evaluating.”

— J. Krishnamurti

GENUINE
CURIOSITY



<https://vimeo.com/36909622>

A question? ... when Active Listening is critical

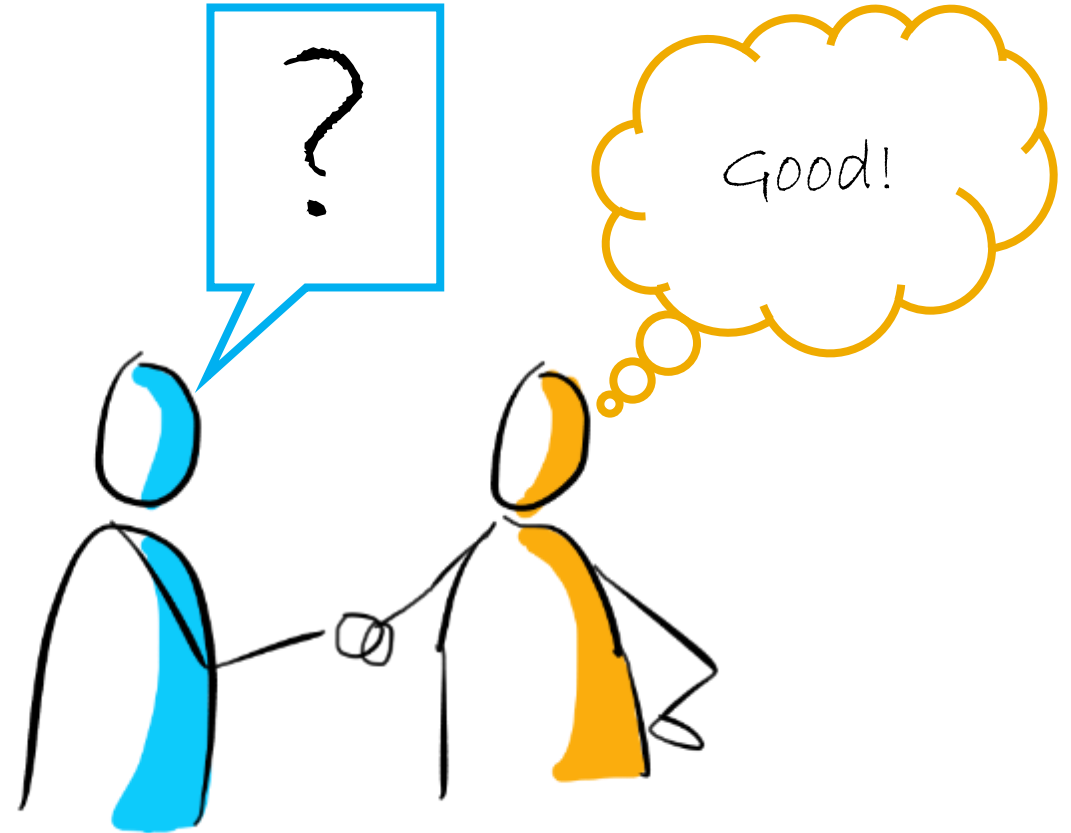


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Qualified by your questions?

The customer is
always qualifying YOU



“Judge a man by his questions rather than his answers” -Voltaire

UNVEALLING INSIGHTS

“I wonder ...” exercise



*“the scientific analysis is not
the cause of the scientific advance”*

- Thomas Kunh

2 Minutes: SHARE A TOPIC/CHALLENGE

8 Minutes: DIALOG – with “I WONDER...”

3 Minutes: TOPIC OWNER FEEDBACK

No own the problem, no advice, leave SILENCES

This was speed versión ... the real goes like this:

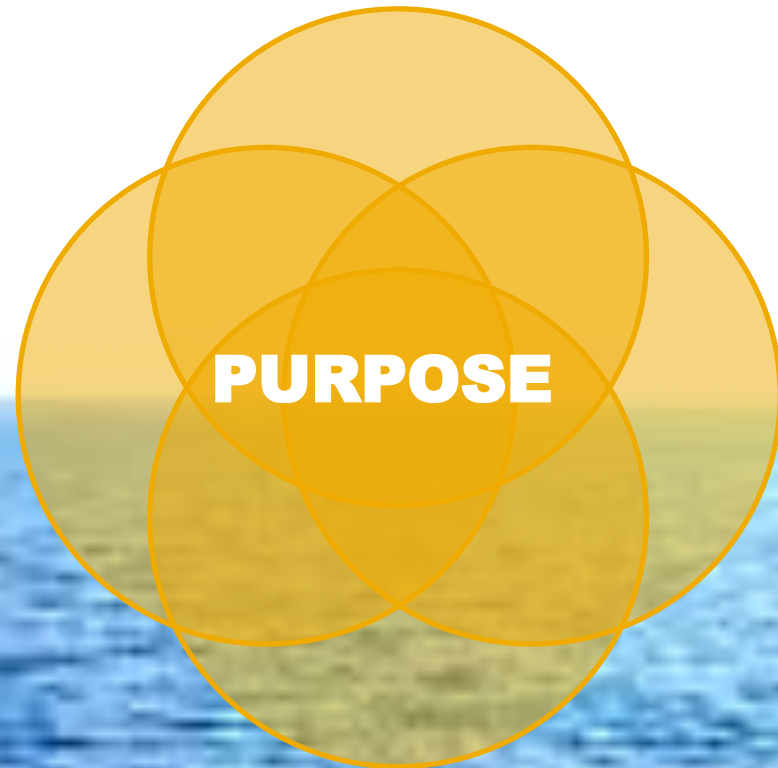
Groups of **3 people**

5 Minutes: SHARE A TOPIC/CHALLENGE

15 Minutes: DIALOG – “I WONDER...”

10 Minutes: TOPIC OWNER FEEDBACK

Iterate **3 times**, so that each person shares
their challenge: 3x30mins – 1.5 hours



UNVEALING Customer's Horizon





Unveiling Customer Success

Creating a space for Customer Engagement

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