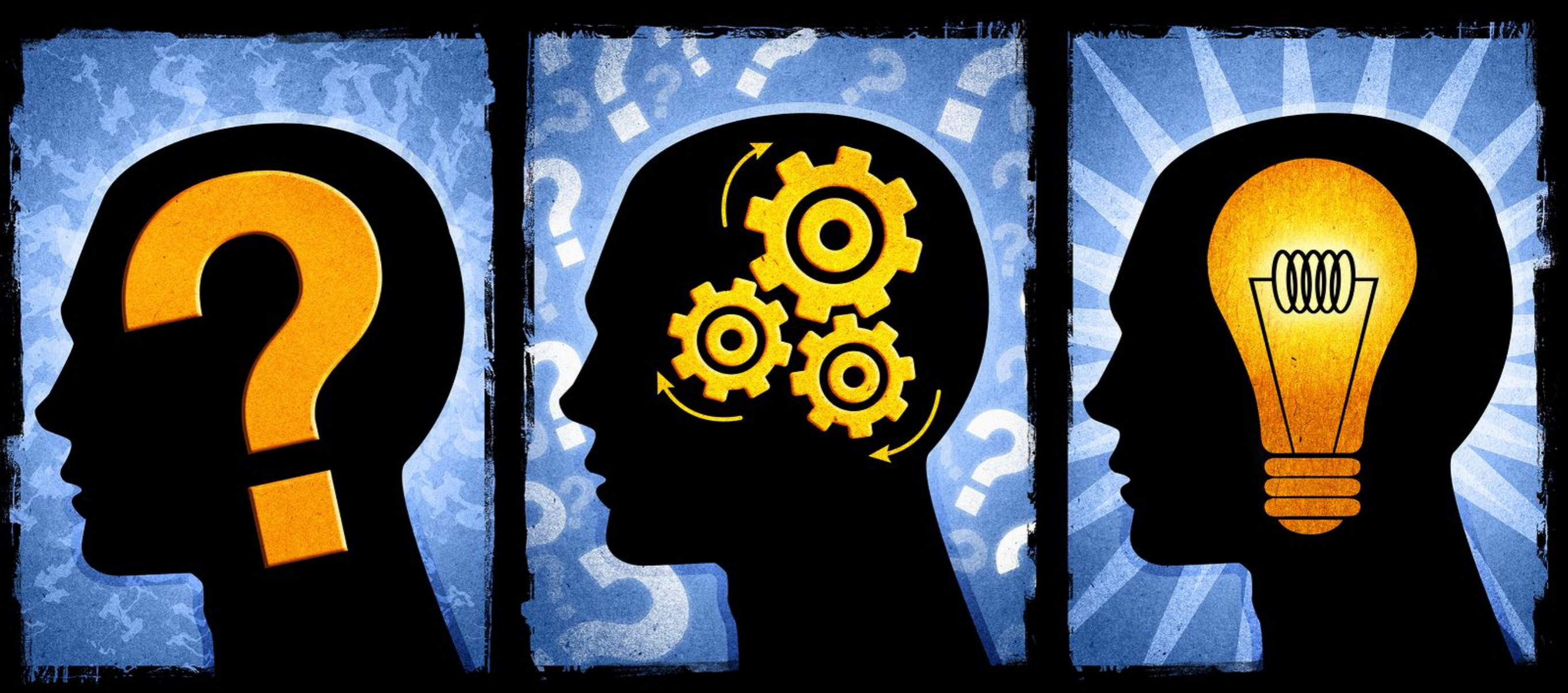




Co-Creation Workshop:

Establishing a Culture for Customer Co-Creation

June 14th, 2016

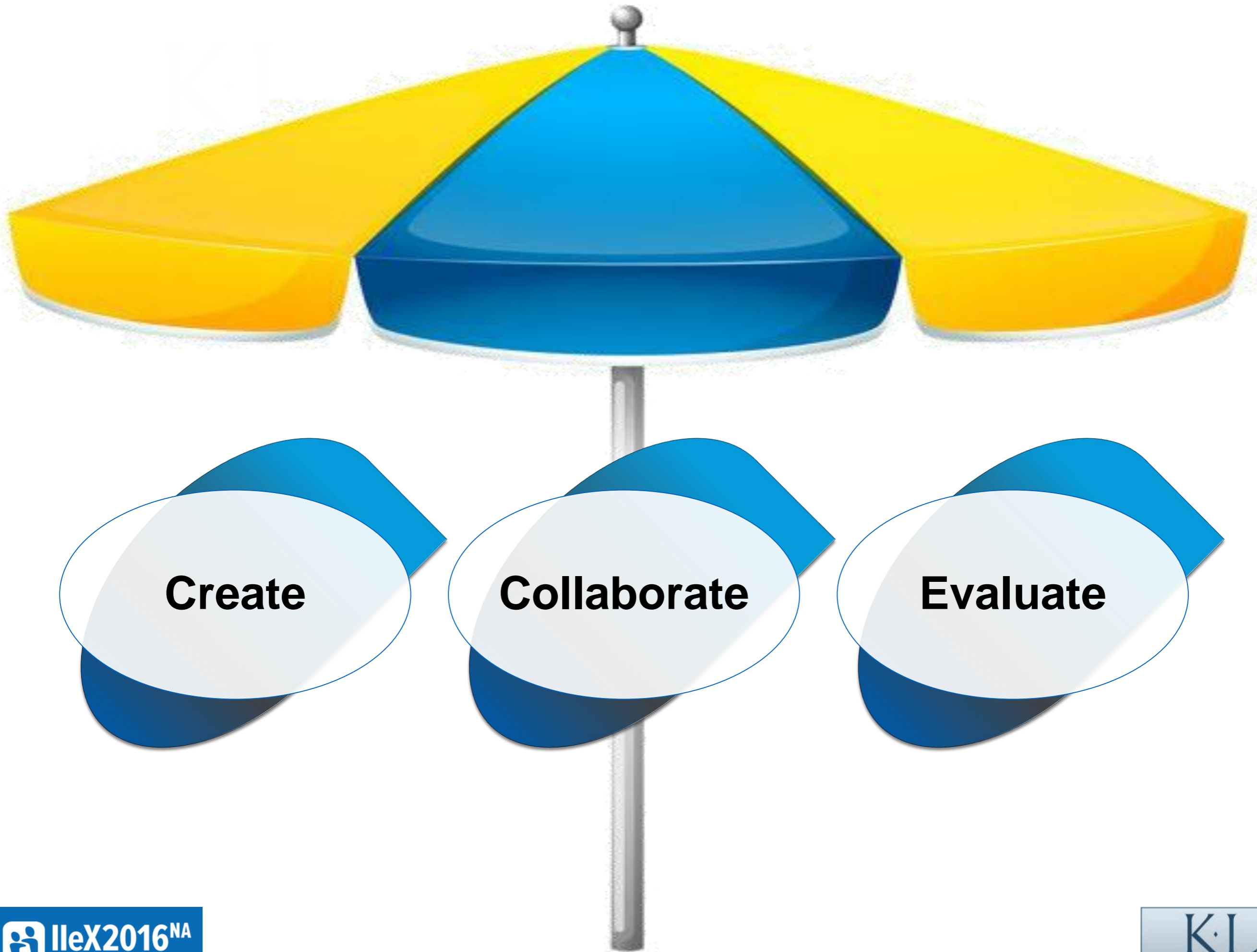


Co-creation is a management initiative, or form of economic strategy, that **brings different parties together** (for instance, a company and a group of customers), in order to **jointly produce** a mutually valued outcome.



Co-Creation taps into

The Wisdom of Crowds



Create

Collaborate

Evaluate

**Co-Creation leads to ongoing inspiration,
a continually updating roadmap to new revenue.**



Engage Customers
Continuously

Have Voice & Are
Listened To

Develop Deep Understanding

Have Skin in the
Game

Make
Better Decisions

Enhanced
Customer
Experience



Aflac™

BENEFITS 365 ADVISORY COUNCIL

McKee

MY SNACK SPOT COMMUNITY

▲ DELTA

SKY PANEL

Why Customer Co-Creation?

- Inspire your internal team
- Answers the “Why?” questions
- Agile Iteration Process
- Light the spark and disrupt away!



CREATE
with customers

NOT JUST FOR THEM



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