Co-Creation Workshop:
Establishing a Culture for Customer Co-Creation

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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
Co-Creation leads to ongoing inspiration, a continually updating roadmap to new revenue.
Enables Customer-Driven Strategies, Technologies & Processes

Engage Customers Continuously

Develop Deep Understanding

Make Better Decisions

Have Voice & Are Listened To

Have Skin in the Game

Enhanced Customer Experience

WiN WiN
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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