



# Let's Lego Play for Customer Journey

## OBJECTIVES

This Assessment aims to define the new challenge in the strategy of relationship and communication with customers, covering mainly the 3 new vital variables in the new DIGITAL world: Time, Channel and Language.

Let's Lego Play have more than **200 customers** worldwide where we have contributed to the Digital Transformation Challenge with these workshops.



Chile | Colombia | Costa Rica | Ecuador | Spain | Mexico | Panama | Dominican Republic | United States | Venezuela



### AUDIENCE

CEO, VPs of Business, VPs of Customer Experience / Channels, Process Directors, CIO.



### DELIVERABLES

- Definition of the Customer Communication Model, following OmniCanal strategies and Push / Pull mechanisms.
- Impact Definition at the level of Processes directly and indirectly associated with clients, covering mainly the main variables affected (Time, Channel and Language).
- Definition of the Transformation Roadmap of the Customer Relationship Model towards the DIGITAL world.



### ASSESSMENT DURATION

6 weeks.