

Digital Masterclass Series

# The Importance of Going Digital in a Post COVID World

## Topic 5: **Creative Customer Experiences For Your Business**

Collaboration, Respect, Service Excellence,  
Integrity, Innovation



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CITY COUNCIL

BENTLEIGH • BENTLEIGH EAST • BRIGHTON EAST  
CARNEGIE • CAULFIELD • ELSTERNWICK  
GARDENVALE • GLEN HUNTLY • MCKINNON  
MURRUMBEENA • ORMOND • ST KILDA EAST

# Agenda

1. The impact of COVID on business
2. The modern customer journey
3. Developing creative ideas & experiences
4. Storytelling
5. Go create

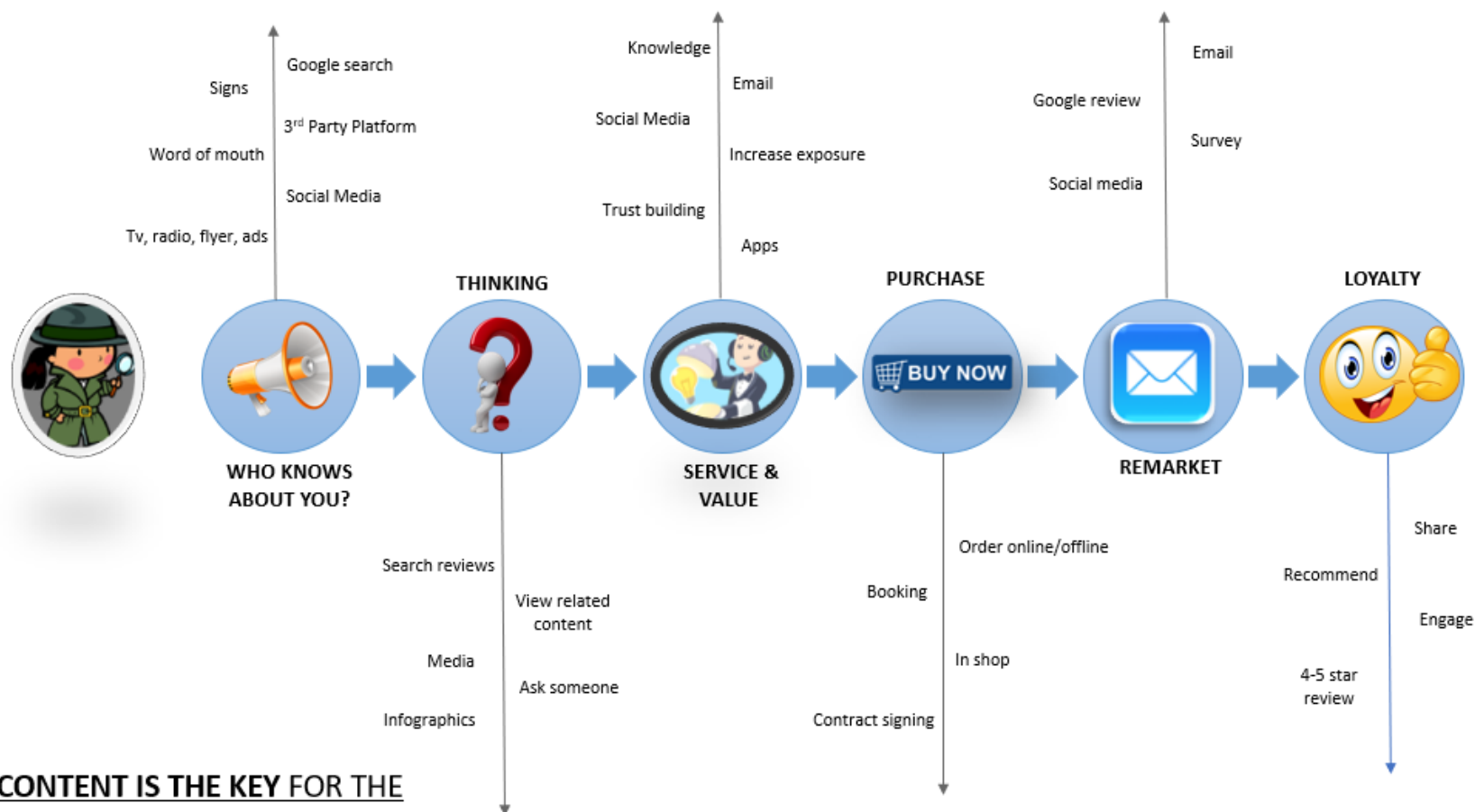


# How COVID has Impacted Business



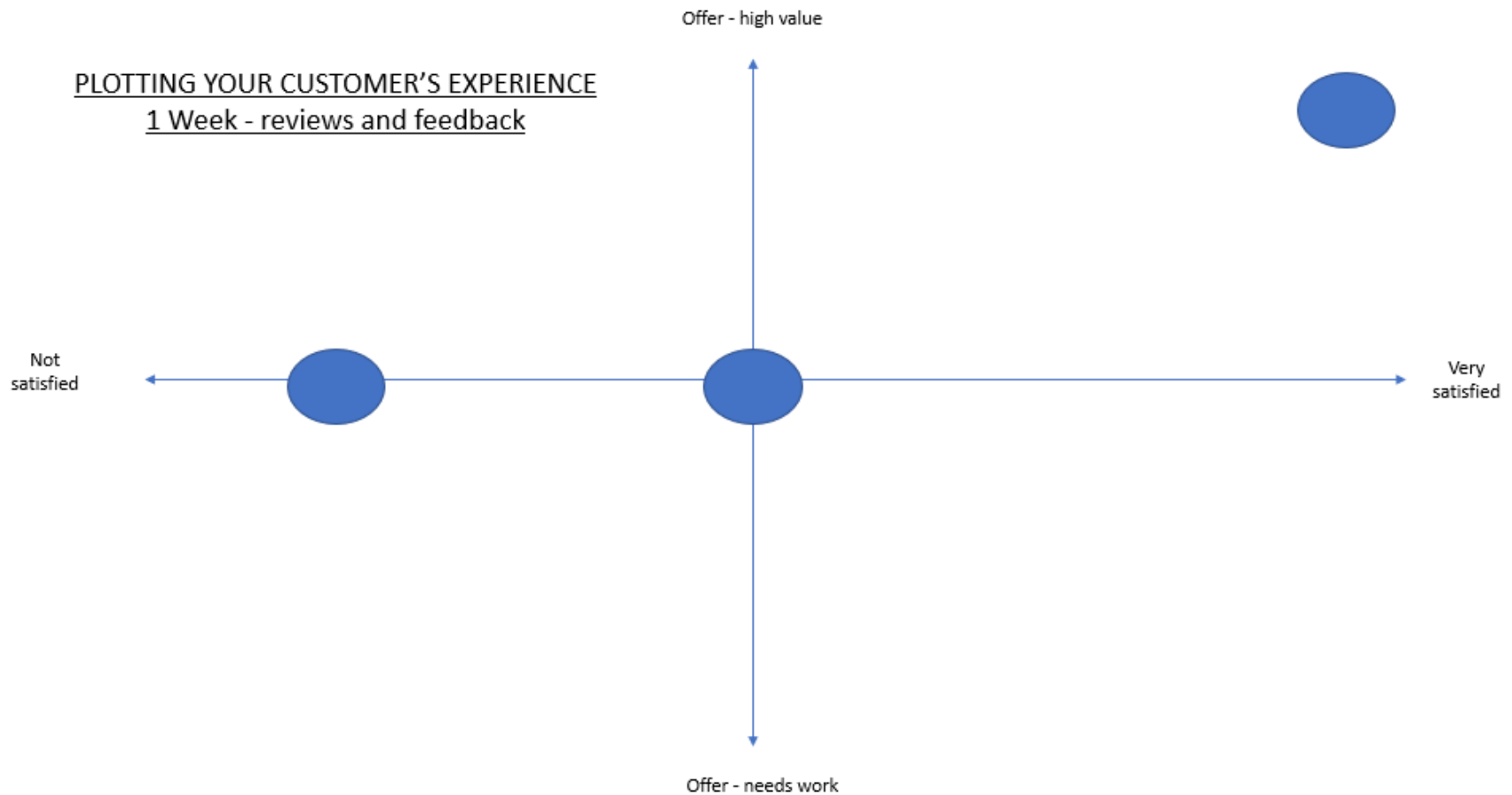
- Close cuts inevitable for barbers
- Cafes closed doors, move online
- Working from home
- Online/streaming workout/health
- Business selling inventory
- Surge in online shopping

# The Modern Customer Journey



**CONTENT IS THE KEY FOR THE  
BEST CUSTOMER EXPERIENCE**

# Customer Experience Graph



# Creative Solutions to Real World Challenges



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[https://www.youtube.com/watch?v=8\\_ShW7JptzY](https://www.youtube.com/watch?v=8_ShW7JptzY)

# Quick Quiz



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1. What was the problem?
2. What was the creative solution?
3. How was it promoted?
4. What was written in the posts?

# Capturing Creativity During COVID



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<https://www.youtube.com/watch?v=Kl1NW7h7lrY>



# Creativity goes on

How to  
Develop a  
creative idea

- 1) Do something simple
- 2) Acknowledge a problem
- 3) Listen
- 4) Look around
- 5) Write it down & use your hands

# Creative Examples



# Creative Examples



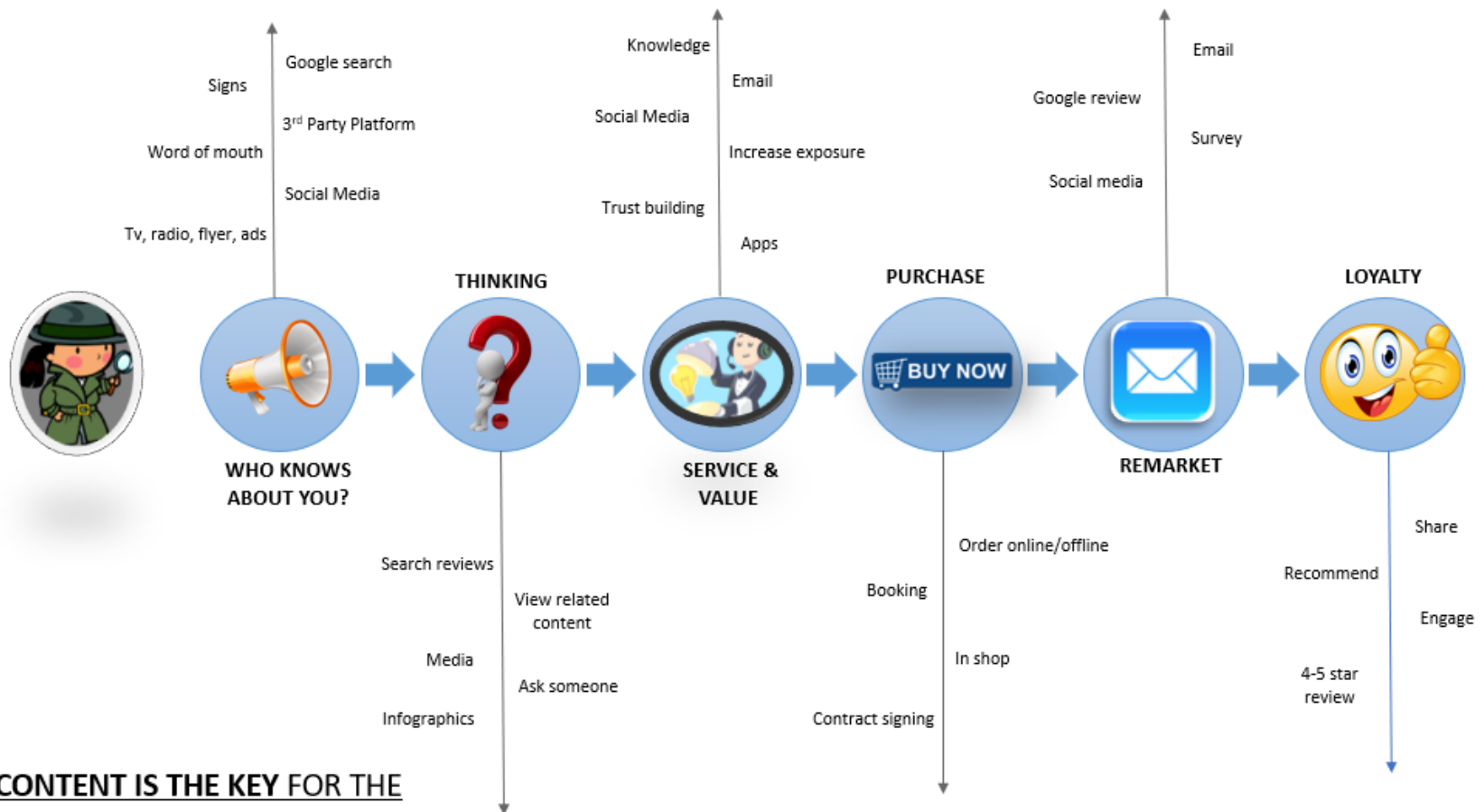
# Creative Examples



# Creative Examples



# Customer Experience



**CONTENT IS THE KEY FOR THE  
BEST CUSTOMER EXPERIENCE**

Result



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# Inviting

# Story Time



# Go Create Something



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Create your brand  
story



Post on Social Media



Make changes to the  
front of your shop



Make a video



Create a thank  
you/birthday card



Follow the  
#discoveryour  
campaign



Draw a comic