

This interactive workshop is designed to collaboratively explore and reimagine technical support strategies, providing a platform for all participants to contribute and engage. The session will involve brainstorming, prioritizing ideas, and developing actionable plans.

## Agenda

1. Introduction and Setting Expectations (2 minutes)
  - Welcome participants and introduce the purpose of the workshop.
  - Outline the agenda and objectives.
  - Emphasize the importance of active participation and open-mindedness.
2. Icebreaker: Two Truths and a Wish (8 minutes)
  - Each participant shares two successful experiences (truths) and one aspiration (wish) related to technical support.
  - Encourage brief and meaningful reflections to set an optimistic and forward-thinking tone.
3. Go Broad to Go Narrow (50 minutes)
  - Understand their ideas, goals, needs, and challenges in interacting with technical support.
  - Silently write down the best idea on a sticky note.
  - Share and discuss ideas with the team.
  - Build on each other's ideas to develop new concepts
  - Create detailed storyboards for the top ideas.
  - Draw and describe each step of the customer experience with the proposed solutions.
  - Ensure clarity and feasibility by sharing and iterating on the storyboards.

## Debrief findings with Veteran Support Team

4. Prioritize Ideas (25 minutes)
  - Map out the customer journey for standard technical support scenarios.
  - Identify pain points, opportunities, and areas for improvement.
  - Use visual aids and storyboards to make the journey tangible.
  - Use a 2x2 grid to evaluate ideas based on impact and feasibility.
  - Alternatively, use the 10-vote narrowing method, where participants distribute votes to prioritize ideas.

- Discuss and refine the top ideas based on collective input.
5. Action Planning (15 minutes)
- Develop actionable plans for implementing the top ideas.
  - Assign responsibilities and set timelines.
  - Ensure alignment with overall business goals and customer needs.

## **Moderation Tips**

- **Active Listening:** Show genuine interest in participants' input by nodding and asking follow-up questions.
- **Encouragement:** Motivate quieter participants to share their thoughts to ensure diverse perspectives.
- **Time Management:** Keep track of time to ensure adequate coverage for each segment.
- **Neutrality:** Maintain an unbiased stance to facilitate open and honest discussion.
- **Summarization:** Periodically summarize critical points to ensure clarity and focus.

## **Tools and Resources**

- **MURAL:** Utilize MURAL for brainstorming, journey mapping, and storyboarding activities.
- **Sticky Notes:** Provide physical or digital sticky notes for idea sharing and prioritization.
- **Timers:** Use timers to keep sessions on track.
- **Visual Aids:** Incorporate visual aids to make abstract ideas more concrete.

By following this moderation guide, we can effectively facilitate a collaborative and productive workshop. Together, we can foster innovative thinking and develop actionable solutions that will significantly enhance our technical support strategies, leading to improved customer satisfaction and efficiency.