



ASSOCIATION OF
WOMEN'S
BUSINESS
CENTERS

National Women's Business Centers of Excellence

The Customer Experience: Milestone 2

July 11 & July 25, 2024

Purpose of National WBCs of Excellence

To recognize organizations that demonstrate commitment and efficacy of the mission, vision, and values of their Women's Business Center thereby achieving the greatest outcomes for women owned businesses.



2024 National WBC Excellence Cohort

- Ana Alfaro
- Carla Antoine
- Lu-Ann Barry
- Jamese Beauford
- Libia Berbesi
- Rumella Cameron
- Jessica Campos
- Adriana Castillo
- Mary Clark
- Emily Conroy
- Maria Cowes
- Christy Dauer
- Wendy Fanning
- Ella Frye
- Sylvia Garcia
- Ruth Garcia-Corrales
- Korin Green
- Annie Grogan
- Gwen Hart
- Jacob Haupt
- Katty Ibarra
- Donna Jackson
- Brandy Jaquez
- Maxine Kozler
- Ronald Little
- Cheri Lopez
- Carmen Luna
- Colleen McAluney
- Lluendah Moraels Rosario
- Nora Myers
- Danette Nguyen
- Lisa Noland
- Valeria Olave
- Jayme Prenger
- Cynthia Ramirez
- Maria Rangel
- Chandra Reber
- Wacey Rivale
- Breanna Roberts
- Christine Rodriguez
- Victoria Rodriguez
- Luz Sellers
- Erika Small-Sisco
- Wendy Stein
- Vernell Stewart
- Kassi Strong



Objectives for today:

- Peer Pairing overview
- Spotlight WBC of Excellence Graduate - Austin Goble
- Review Assignment #1: **The Customer Journey**
- Breakout rooms for small group sharing
- Upcoming assignment - Impact and Evaluation



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Peer Pairing

- Your accountability partner
- Email introduction to your peer sent
- Schedule time based on your availability to meet with your peer once a month to review assignments
- OK if peer isn't on the same live milestone session
- Have you connected? Do you need support?





Austin Goble

**Director, REACH Women's
Business Center**



Milestone 2: The Customer Experience

To do: Spend 15 min reviewing your peer partner's WBC. Be prepared to discuss the experience "shopping" through search engines (e.g. Google), social media (e.g. Facebook, LinkedIn) and their website.

The questions below are provided to help guide you as a secret shopper small business client. You may take it further by dialing the phone number or sending an email if you'd like.

Pro tip: do this assignment from your cell phone to REALLY see what the client is likely to experience as most clients are visiting WBC websites from their mobile devices.



Assignment 1 - Milestone 2

The Customer Experience

- You've "shopped" your partner's WBC and shared feedback directly.
- What did this experience teach you about your own WBC?
 - Breakout rooms for sharing
 - Discuss your WBC from the customer perspective
 - What are your takeaways from this exercise?
- What do you think is most important to clients "shopping" the WBC?
- Are there dead-ends or other barriers to entry that you can address?



Assignment 2 - Milestone 3

Impact & Evaluation

- Define how your organization measures success in the areas of client impact.
- What is the organization's method to evaluate program effectiveness?
- Share examples of programs that have been created, modified or sun-setted as a result of the evaluation process.
- Share evaluation, program or curriculum materials that may be of interest to the work of your peers.
- Share a success story for at least one program or training curriculum.



2024 Program Timeline

10:00 a.m. PT/ 1:00 p.m. ET

Applicant Info Session	May 21, 2024
Deadline to Apply for Cohort	June 10, 2024
Milestone 1	June 13 & June 27, 2024
Milestone 2	July 11 & July 25, 2024
Milestone 3	August 8 & August 22, 2024
Milestone 4	September 12 (At Conference) & Sept. 26
Milestone 5	October 10 & October 24, 2024
Milestone 6	November 7 & November 14, 2024
Milestone 7: Graduation	December 5, 2024

Cohort Tool Kit

- Shared Google Drive
- Access presentations and worksheets for each milestone
- Upload your milestone assignments in tool kit respective folder

AWBC Courses Page

- Access presentations and worksheets for each milestone
- Shows course progress for each lesson
- <https://awbc.org/wbcexcellence2024>

