



# InComm

Feel at Home



# Workshop on the InComm+ tool



*...drafting the ideal customer journey...*



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## Goals of the Project:

- Analyzing and improving the welcoming process of master's students and PhD candidates at our universities.
- Providing a toolbox for all universities to easily do it by themselves.

## The InComm+ Tool

- What is the tool?
- Why would you use the online InComm+ tool?
- Who should use the tool?
- When should you make use of it?
- How should you set it up?



# The Customer Journey Model Canvas

- an offline tool



	Attractiveness, Selection & Application					Intro					Onboarding											
Timeline	Central information point	Personalized communication	Know the basics	Support in finding accommodation	Orientation of view	Cultural introduction	Legal procedures	Welcome overview	Get to know each other	Welcome list	Introduction to the campus	Find your place in the community	Discovering university services	City tours	First week	International classmate/marriage	Peer to peer support	Institutional support	Learn the language	Social events	Career events	Involvement of committees
Timeline	Timeline description	Timeline description	Timeline description	Timeline description	Timeline description	Timeline description	Timeline description	Timeline description	Timeline description	Timeline description	Timeline description	Timeline description	Timeline description	Timeline description	Timeline description	Timeline description	Timeline description	Timeline description	Timeline description	Timeline description	Timeline description	Timeline description
Context	Context description	Context description	Context description	Context description	Context description	Context description	Context description	Context description	Context description	Context description	Context description	Context description	Context description	Context description	Context description	Context description	Context description	Context description	Context description	Context description	Context description	Context description
Thoughts	Thoughts description	Thoughts description	Thoughts description	Thoughts description	Thoughts description	Thoughts description	Thoughts description	Thoughts description	Thoughts description	Thoughts description	Thoughts description	Thoughts description	Thoughts description	Thoughts description	Thoughts description	Thoughts description	Thoughts description	Thoughts description	Thoughts description	Thoughts description	Thoughts description	Thoughts description
Emotions	Emotions description	Emotions description	Emotions description	Emotions description	Emotions description	Emotions description	Emotions description	Emotions description	Emotions description	Emotions description	Emotions description	Emotions description	Emotions description	Emotions description	Emotions description	Emotions description	Emotions description	Emotions description	Emotions description	Emotions description	Emotions description	Emotions description
The Journey	The Journey description	The Journey description	The Journey description	The Journey description	The Journey description	The Journey description	The Journey description	The Journey description	The Journey description	The Journey description	The Journey description	The Journey description	The Journey description	The Journey description	The Journey description	The Journey description	The Journey description	The Journey description	The Journey description	The Journey description	The Journey description	The Journey description

www.incommgroup.eu

# Intro

# Onboarding

<b>Element</b>	<b>Front desk</b>	<b>International classroom/workspace</b>	<b>Peer to peer support</b>	<b>Institutional support</b>	<b>Learn the language</b>	<b>Social events</b>	<b>Career center</b>	<b>Involvement of communities</b>
Short description	A physical place to ask all questions and get help.	Enable an inclusive learning environment using internationalization policies and practices.	Individual and informal activities that help newcomers integrate into the social environment.	University-organized programs that help newcomers with their specific academic program.	A place to learn the local language or improve other languages' proficiency.	Well spread activities during the first 3 months aimed to socialize and meeting the local community.	Integrating newcomers in existing training programs to support their professional development.	Getting to know the related stakeholders, associations and informal bodies.
<b>Existing</b> Programs/activities /channels available at institution								
<b>Thoughts</b> What students/PhD's think about the element								
<b>Emotions</b> Emotion (expected or needed)								
<b>To improve</b> Programs/activities /channels to improve								



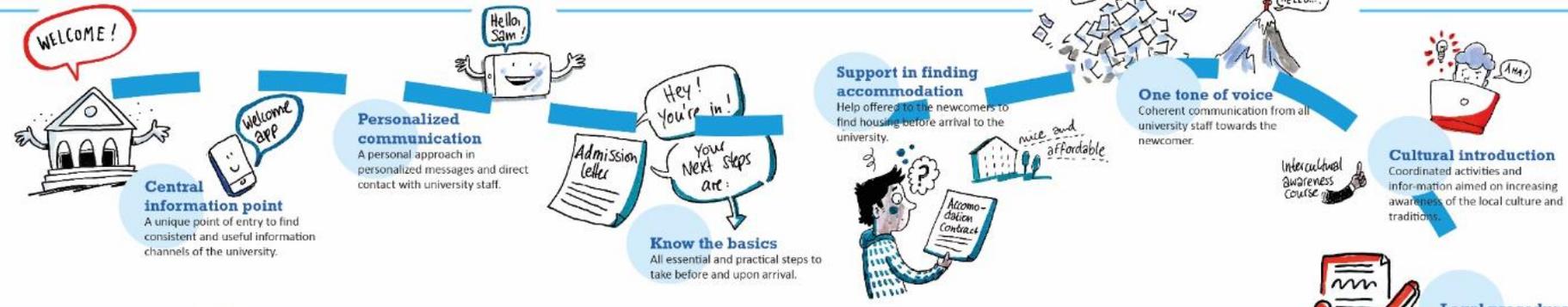
# InComm Customer Journey

Feel at Home

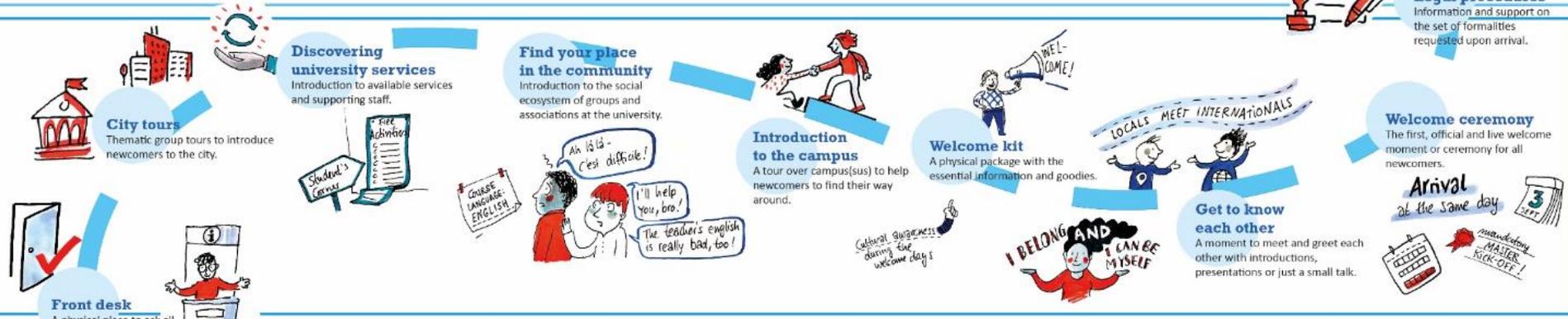
CELEBRATE OUR DIFFERENCES!

Creating an INCLUSIVE CLIMATE

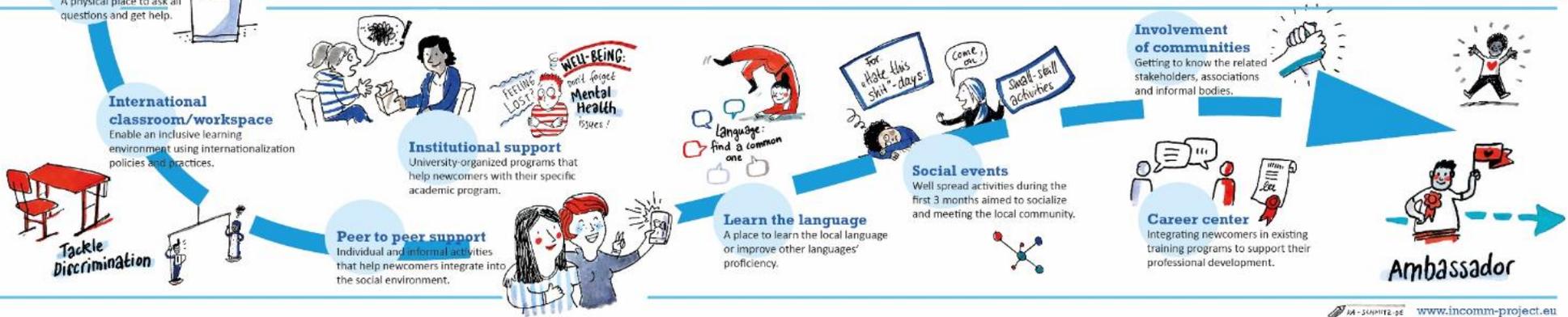
Attractiveness, Selection & Application



Intro



Onboarding



# The InComm+ tool

Customer  
journey

Catalogue of  
best practices

Gap indicator





# Short demonstration

# Now it's your turn!



Groups of 3-4 people:

- Same nationalities
- Same institutions
- or join your favorite group

Visit [www.incomm-project.eu](http://www.incomm-project.eu) and use the tool.

# Reflection

What worked well? Did you still need some extra help?

Please share your “A-HA” moment with us!

**Thank you  
and happy improvement of the  
welcoming process!**

**Victor Kordas and Nadia Hagen**



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