

Changing Channels - Tune into your Customers before they turn you off *A “Bringing Customer Experience to Life” Workshop*

Today’s customers are impatient, fickle and relentlessly demanding. They are increasingly vocal about being forgotten in long phone queues, let down by poor web sites, and misunderstood by disinterested or powerless customer service agents.

We’re going through a social customer revolution and many companies have customers that are drowning in a sea of indifference. They are frustrated about the poor quality of service they experience across a broad range of contact channels and company touch points.

Social media and mobile technology are dramatically changing the landscape and increasing numbers of customers – not just Generation Y – are using these channels and devices as their first point of contact for customer service, bypassing more traditional methods such as call centres and on-line help centres.

As a result of this fast changing customer landscape, companies are seeking to integrate their systems, improve their processes and educate their people to adopt a customer-centric approach to address this shift. However, many businesses, large and small, haven’t yet reached the stage where they have managed to harness these important, but different elements, in a way that allows for a truly joined up, holistic or single view of the customer that can drive a seamless multi-channel or Omni-channel engagement.

Target Audience:

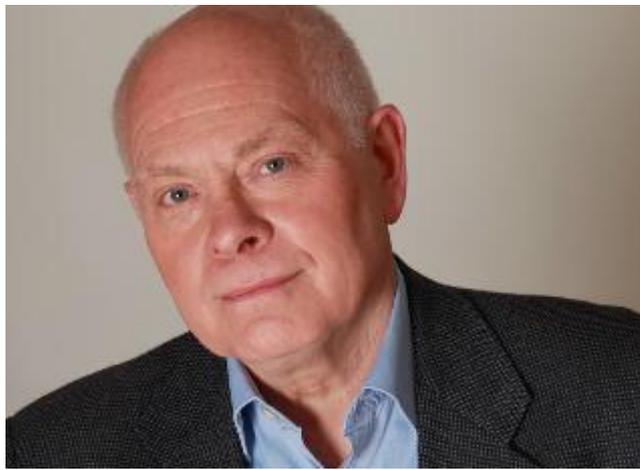
CEOs, MDs, Customer Service, Marketing and IT/IS Directors

This interactive workshop will help you:

- *Clearly define your customers – who they are, where they are, and what they want?*
- *Explore and evaluate your current customer experience journey and channel strategy*
- *Map your tactics and technology to your strategic ambition – Where are the gaps?*
- *Identify short term opportunities for operational improvement*
- *Introduce a truly collaborative, company-wide, progressive process improvement model that is customer, not company, focused*

Deliverables:

The aim of the workshop is for attendees to take away practical ideas and next day actions that can be implemented quickly and cost effectively, while making a positive and measurable impact on your business. It will also provide a framework for establishing and accelerating a longer term customer experience improvement process.



Gerry Brown - The Customer Lifeguard

Gerry's extensive business experience helps to cut through organizational silos, allowing companies to achieve measurable, sustainable improvements in all of their customer interactions as well as a positive impact on the balance sheet.

Through key management roles in the UK and Canada, Gerry has helped customer service organizations in both countries. In his current role as a speaker, workshop trainer and consultant, his focus is now on helping businesses create a memorable and lasting customer experience that will drive loyalty, reduce attrition and bring profitable customers back again and again.

Gerry truly understands the frustrations that many customers face, and his results oriented, transformational approach gets to the heart of the issues facing your company that are potentially putting customers at risk of defection and decreasing your profits.

Building on three decades of business experience, and as a vocal customer himself, Gerry is fiercely committed to saving customers at risk, and is rolling up his sleeves to help companies to better align the key building blocks of **people, process and technology**, to bring a successful and sustainable customer experience strategy to life

Gerry is a member of the Professional Speaking Association (PSA) and the Global Speakers Federation (GSF) and speaks authoritatively and passionately about the practical, proven, customer service strategies that produce lasting business results

