THE CUSTOMER LIFEGUARD
HELPING YOU SAVE YOUR CUSTOMERS AT RISK

Going Boldly Back to Fundamental Principles

Readying the Enterprise for Customer Experience

*A **"Bringing Customer Experience to Life"** Workshop*

Despite the fact that in most recent surveys business leaders put customer experience strategy development at the top of their agenda, many companies still struggle to transform their organization and to become more customer centric.

A recent survey by eConsultancy suggests that customer experience wasn't getting any easier and showed that 40% of organizations cite "complexity" as the greatest barrier to improving multichannel customer experience. And despite all the hype, the survey also confirms that only 26% of companies have a well-developed strategy in place for improving customer experience.

There are many processes and activities associated with the operational side of customer experience but they are rarely the ideal starting point in developing an effective customer experience strategy. Understanding and aligning the fundamental principles that govern human effectiveness and conscious thought are vital in helping companies build the key foundations for a successful and sustainable customer experience program.

In this workshop we look closer at companies that really do have customer experience working for them, the ways they have done that and the impact on their business. We explore the principles that have been the key to their success; **Culture, Commitment, Community and Communication.** We'll the look at how your company compares and what is needed to create or reinforce this foundation on which to build your customer experience strategy and deploy it successfully.

Attendees will 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.

Target Audience:

Customer Service and Customer Experience Directors

This ½ day interactive workshop will help you:

- *Identify how and why the four Principles are a critical foundation for a customer experience strategy*
- *Benchmark your own alignment and adoption of these principles*
- *Apply these principles to define or reenergize your customer experience framework*
- *Explore customer experience metrics to evaluate the effect of these principles*
- *Lay the groundwork for a Customer Experience Strategy: What good looks like*

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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

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