

Nobody said it would be easy!

Customer Experience strategy for the real world

A “Bringing Customer Experience to Life” Workshop

Many recent surveys identify that customer experience strategy development is high on most business leader’s agendas. Despite this, many companies still struggle to inspire their people, transform their organization and to become more customer centric.

Another survey by eConsultancy suggests that customer experience isn’t getting any easier with 40% of organizations citing “complexity” as the greatest barrier to improving multichannel customer experience. Despite all the hype, the survey 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. However, understanding and aligning the fundamental principles that govern human effectiveness and conscious thought, have long been vital elements in helping forward thinking companies build the key foundations for a successful and sustainable customer experience program.

This workshop will look closer at the companies that really do have customer experience working for them, why and how they’ve done it, and the impact on their business. We’ll explore the principles that have been the key to their success; **Culture, Commitment, Community and Communication**. We’ll examine how your company compares in their adoption of these principles, and what is needed to create, or reinforce, the foundation on which to build and support 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. This will include identifying the steps involved to ready the enterprise for customer experience, and making a positive and measurable impact on your customer service operation and overall customer experience strategy.

Target Audience:

Customer Service and Customer Experience Directors and cross functional teams

This ½ day interactive workshop will help you:

- Identify why the four Principles are critical elements in customer experience strategy
- Benchmark your company’s alignment to, and adoption of, these principles
- Apply these principles to define or reenergize your Customer Experience strategy
- Lay the foundations for a Customer Experience Framework: What good looks like
- Create some quick wins to get Customer Experience off to a running start



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

