

The Right Words Create Happier Customers

A “*Bringing Customer Experience to Life*” Master Class

Do your people make the right impression on your customers every time?

In the olden days the mantra was to do unto others as you would wish them to do to you. There’s a lot to be said for this. But now there’s an even more powerful way to get it right with your customers. It’s to do with treating your customers how THEY individually wish to be treated by you. *Because your customers are NOT all the same.*

Treating your customers in line with their personal preferences brings your organisation closer to them - and brings you closer to the results you want.

Many marketing organizations use personas; a set of fictional, representative user types based on the behaviours, attitudes, and goals of the people that buy their product or service. It’s hard not to read any marketing article, especially on digital marketing, that doesn’t talk about targeting, personalization and the importance of the right offer for the right person at the right time.

The concept of personas is not new, although in many customer service operations it’s mostly persona non grata. A persona is a model for a unique group of people who share common goals or who may react in a similar fashion to a specific event or other stimuli. Used creatively, they are the basis for determining, developing and delivering extraordinary customer experiences. Persona characteristics encompass those of people in widely different demographic groups who may have similar goals and expectations of customer service outcomes.

This isn’t just important in phone conversations. Finding the right words, phrases and the tone in which they’re delivered, in any communication, whether on social media, email, web chat, to respond to different people in similar circumstances, is vital. These interactions between a company and their customers should reflect recognition, and an understanding, of how different people react differently to a customer service issue, as well as the emotions that they experience, and the outcomes they are expecting.

For those organizations that haven’t yet got personal with their customers this master class will help identify the key steps to building a more informed, personalized, and emotionally connected customer interaction program

International professional speakers and consultants - Gerry Brown and Michael Dodd – can empower your team to treat your customers the way they want, and to get you the right results along the way. Attendees will take away practical idea and next day actions that can be implemented quickly and cost effectively to make a positive and measurable impact on your customer service operation and overall customer experience strategy.

Target Audience:

Customer Service Advisors, Team Leaders and Supervisors who want to make a real and memorable connection, and a positive difference, in their interactions with customer

This 1 day interactive master class will help you:

- ❖ Understand why treating all customers the same is not a viable or sustainable customer experience strategy and why personas can offer a deeper insight into customer behaviour
- ❖ Identify, create and document personas that can paint a more complete picture of individuals and their experiences to more successfully meet the needs of all customers
- ❖ Learn how and why, vivid, descriptive personas can guide your team to ask customers more of the right questions, at the right time, for the right customer outcomes
- ❖ Help polish the content, structure and performance of your team to better guide emotional decisions when dealing with difficult and challenging customer service issues
- ❖ Introduce, develop and practice real play scenarios that can bring the user to life with opinions, emotions, feelings and a voice.
- ❖ Apply these principles to help your people gain invaluable insights and skills they can draw on to define or reenergize your Customer Experience strategy
- ❖ Boost the confidence and performance levels of your team

Workshop Creators and Leaders:

Michael Dodd

Michael Dodd is an international speaker, communications consultant and broadcast journalist who helps people get their message across face-to-face and through the media. He's taught communication skills on six continents. He draws upon his experience as a political interviewer in Australia and as a foreign correspondent to ask "blowtorch-on-the-belly" questions, and to show people in key business roles, what they need to do to answer tough questions with aplomb.

Gerry Brown – The Customer Lifeguard

Gerry Brown is on a mission to track down bad service, tap it on the shoulder and ask it to leave. Building on three decades of business experience, in the UK and Canada, he has developed the concept of the **Four Principles of Customer Experience**; *Culture, Commitment, Communication and Community* as the foundation for launching a successful customer experience strategy. He specializes in helping businesses to understand and utilize these key principles by aligning them with human interactions, process reinvention and operational improvements to bring a successful and sustainable customer experience strategy to life

Michael and Gerry both belong to the Professional Speaking Association (PSA)

