

Getting your customers to say **WOW** not **OW!**

And making it delightfully easy

A *“Bringing Customer Experience to Life”* Workshop

If the economic time bomb that exploded across the world in 2007 wasn't enough to damage or destroy many businesses, the rise of social media, digital and mobile communications and the enlightened, empowered and vocal customer that has emerged, threatens to complete the job.

Despite this explosion, many companies, large and small, are not only surviving but prospering and have recognized that a key element of this prosperity is to deliver a consistently great customer experience across all customer channels and touchpoints.

In survey after survey, most business leaders put customer experience strategy and development at the top of their agenda, but for many companies it's still a pipe dream. A recent study from Bain & Company revealed that 80% of businesses believe their customer experience is superior, while only 8% of customers agreed. Many organizations only pay lip service to customer experience, and just end up putting lipstick on the pig.

While there are no easy answers or quick fixes, neither is customer experience improvement so daunting as to not be worthy of investment for all businesses. Organizations that are able to intelligently manage the entire experience generate significant benefits: enhanced customer satisfaction, reduction in churn, increased revenue, and greater employee satisfaction. They also uncover effective and consistent ways to collaborate in a cross functional fashion, and develop process measurement and improvement that delivers measurable operational and financial gains throughout the company.

The workshop is designed to show that wowing and delighting customers, while making it easy to do business with you, is an honourable, desirable and achievable objective. Based on the **Four Principles of Customer Experience; Culture, Commitment, Community and Communication**, it will develop organizational alignment and provide an operational framework for establishing and accelerating a longer term customer experience improvement process.

Target Audience:

Business leaders who want to put the customer experience at the heart of their business

This interactive workshop will help you:

- ❖ *Explore, evaluate and define your current customer experience journey*
- ❖ *Identify immediate and practical opportunities for operational improvement*
- ❖ *Develop cross-functional cooperation and departmental communication*
- ❖ *Establish a connection between customer satisfaction and increased profitability*
- ❖ *Understand how delighting customer, and making it easy for them, can co-exist*

Workshop Creator and Leader:



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 provides strategic, operational and educational support through keynote presentations, workshops, seminars and consultancy engagements to help businesses save customers at risk of defecting and

to breathe life into their customer service operations and customer experience strategy.

Gerry 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

Gerry is a Member of the Professional Speaking Association (PSA) and the Global Speakers Federation (GSF). He provides straight talking, no-nonsense advice and practical solutions for customer experience adoption and has delivered this results oriented, transformational approach for some of the largest companies in the UK, Canada, EMEA and beyond.

