

**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 they have spawned, threaten 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 a 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:**

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

This interactive workshop will help you:

- *Explore, evaluate and define your current customer experience journey*
- *Identify immediate opportunities for operational improvement*
- *Develop cross-functional cooperation and departmental communication*
- *Establish a connection between customer satisfaction and increased profitability*
- *Introduce customer delight to making it easy and have them live happily ever after*



## Gerry Brown – The Customer Lifeguard

Gerry has had key business management roles in the UK and Canada and knows that delivering a great customer experience isn't just a "nice to have", but a serious and consistent contributor to the bottom line. He has used this experience to deliver straight talking, no-nonsense advice and practical solutions to help businesses to understand the key principles, and overcome the barriers, to delivering a great customer experience.

Building on three decades of business experience, and as a vocal customer himself, Gerry truly understands the frustration and disappointment that many customers endure in their relationships with businesses. His goal is to track down bad service, tap it on the shoulder and ask it to leave. 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

Gerry has developed the concept of the **Four Principles of Customer Experience** as the foundation for launching a successful customer experience strategy that helps 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.

