A Day in the Life™

Your business has made excellent progress designing and deploying a customer experience strategy that addresses the most important needs of both customers and colleagues. You've nailed employee engagement and the key role that it plays in developing and sustaining a truly customer centric culture. You've eliminated the dumb rules and out of date policies that drive customers and colleagues mad. But despite these positive steps your customers and colleagues find themselves let down by ageing, tired and non-integrated legacy technology and other operational misfits.

This will stop a customer experience program in its tracks. But understanding the scope of the challenges, documenting the key issues and providing specific and actionable recommendations, is a vital and necessary step to keeping the momentum going and sustaining the growth of the customer experience program.

A Day in the Life™ is designed to uncover the most pressing operational issues that can stand in the way of progress. This approach is a vital for those organizations looking at complementing customer experience strategic improvements with effective, customer friendly, enabling technology and systems operations.

While this isn't a new or revolutionary idea, completing the process in a single day, with high-level findings report closely following, certainly is.

The program includes:

- Senior executive alignment meeting
- Front line discovery session/focus group discussion
- Agent side-by-side observations and call review
- IT overview and current technology analysis
- The view from team leaders, BI and insight team
- Customer service - marketing alignment status & business development plans
- Exploration of current HR & training programs
- Initial findings & high level senior leadership feedback session
- An honest & actionable assessment of your current customer contact environment along with realistic next step recommendations

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 the author of "*When a Customer Wins, Nobody Loses*" He is a member of the Professional Speaking Association (PSA), the Global Speakers Federation (GSF), the Customer Experience Professionals Association and a Certified Customer Experience Professional (CCXP). 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, and EMEA.