

# Customer Experience Acceleration – A New Dawn™



You've listened to your customers and colleagues, been to the conferences, read the books, attended the webinars and now you're ready to implement your customer experience program. But where to start?

Should you surprise and delight your customers, or just make it easy? Do we need to start with journey maps, customer feedback, whizzy new technology, new people, new measurements? Or should we just put it in the "it's too hard drawer" till next quarter?

While there are no easy answers or quick fixes, customer experience improvement isn't so daunting as to not be worthy of investment for all businesses, irrespective of size or market segment. **Customer Experience Acceleration – A New Dawn™** is a short, sharp introductory program to uncover and document the most pressing customer experience (CX) issues. It's conducted with senior executives, front line teams and support staff to get a rounded, frank and honest assessment of the current state of CX in a business.

It will cover the following:

- An analysis and assessment of the organizational experience from the customer's perspective, using VOC customer feedback and colleague input
- Company immersion and senior management feedback to gain an honest and candid view of the current state of CX
- Experience evaluation: Identifying Obstacles to Success
- Defining the culture: What do we need to stop, start, maintain?
- Identifying the specific values that drive customer loyalty
- Identifying the enablers and barriers to delivering great experience
- Identification and documentation of the top priorities for action & generate some quick wins to get Customer Experience back on track or off to a running start

This approach is a vital first step in the customer experience journey and can provide the framework and a blueprint that will achieve your future state goals and desired customer outcomes.

## 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.

