

## **Measuring What Matters for Positive Customer Outcomes The End is Insight**

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

### **Workshop Overview**

Measuring customer satisfaction is often as unreliable and surprising as election or referendum polls. The downside of believing what people say they will do and what they do can have many politicians and business people going in entirely the wrong way politically and strategically.

Using a single question or number, whether it relates to a customer’s willingness to recommend or how easy they found the transaction may be mildly interesting but is sadly lacking in the kind of insight that businesses need to deliver consistent, memorable and differentiated customer experiences – and to stay in business.

Really understanding your customers’ needs and wants, the differences between them, and how they truly feel about your company are critical, non-negotiable elements in measuring what is important to them and their decisions to continue to do business with you.

This workshop delivers a practical and flexible approach to truly understanding customer needs and designing the questions to ask to meet them, the metrics to use and how best to action them.

### **Why you should attend**

- You need clarity to accurately interpret and prioritize customer needs
- You need to identify where, how and why these needs aren’t being met
- You need to pinpoint the cost of not meeting these needs in both financial & operational terms
- You need to develop metrics that can swiftly and comprehensively provide a clear picture of the value you're creating for your customers and any barriers to success
- You need to gain knowledge about the technology that can deliver these results and if, and how, they can integrate with your current systems
- You need to be able to transform insight into measurable and quantifiable action

### **High level Agenda**

- Differentiating between Needs and Wants and their relevance to your business
- The role and importance of emotion in customer feedback
- Review & appraisal of your current Voice of the Customer (VOC) metrics and methods
- How to determine their efficacy in customer and employee experience terms
- What different metrics can and/or can’t tell you
- Design principles for a successful feedback and insight ecosystem

## What you'll take away

- Relevant use cases that demonstrate the “art of the possible”
- An Introduction to the Four Principles of Customer Experiences to develop new thinking and strategy that can significantly improve insight and action
- Implementing the four steps of successful VOC programs: *Engage – Connect – Listen - Act*
- Interaction with other delegates to surface new ideas and ways of working
- A work book to reference key concepts and to document key learnings and new strategies

## Who Should Attend

Directors or Heads of Customer Service, Customer Experience or Operations, and Team Leaders and key Front Line colleagues, who recognise that their organization’s ability to gather, collate and fully optimise VOC and other key data may need refreshing, enhancing and updating to make them more responsive to customers and competitive pressures.

## 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.

