

Can We Talk? – Conversation not Confrontation

A “Bringing Customer Experience to Life” Master Class

Do your people make the right impression on your customers every time?

The key to success is the ability to find the right words delivered in the right way at the right time, which sounds simple enough. The gift of language, whether the written form or the spoken word, was bestowed on us long ago. When its power is used creatively by those in a customer service role to eloquently address many of the challenges that we face as customers, it becomes a calming and positive influence. But this gift has been squandered, abused and rendered impotent in the name of conformity, regulation and the fear of litigation. This has led to the creation of bland, restrictive and impersonal statements, often read without feeling or recognition of the circumstances, in order to meet a company's compliance statements or quality assurance metrics, to the detriment of both the customer and the employee. So rather than conversation we have confrontation!

Treating your customers fairly with empathy and courtesy and recognizing and addressing their emotions, brings your organisation closer to them - and brings you closer to the results you want.

Engaged and trusted employees naturally want to help to achieve this and find it easy to draw on their reserves of empathy and understanding, tune into their customer and turn up their performance. Forward thinking organizations put the spotlight on these talents and believe that if you can unleash imagination, encourage innovation and build trust, based on simple human behaviour and principles, people will come together in a common purpose – and customers, employees and companies all win.

For those companies that truly understand this and measure success by the daily performance of the people who are the company, the results are clear. Not only are they reputationally and financially more profitable, but their employees achieve greater success and satisfaction in their work and life. They are also typically less likely to leave and more inclined to establish a career for the longer term.

This isn't just important in phone conversations. Finding the right words and phrases in any communication, whether on social media, email, web chat, to respond to different people in similar circumstances, is vitally important. These interactions between a company and their customers should reflect recognition of both the customer and their current state of mind; and an understanding of how different people react differently to a customer service issue, as well as the emotions that they experience, and the outcomes they are expecting.

For those organizations that haven't yet got personal with their customers this workshop will help identify the key steps to building a more informed, personalized, and emotionally connected customer interaction program. Don't forget that the right words are music to their ears! Attendees will take away practical idea and next day actions that can be implemented quickly and cost effectively to make a positive and measurable impact on your customer service operation and overall customer experience strategy.

Target Audience:

Customer Service Advisors, Team Leaders and Supervisors who want to make a real, emotional and memorable connection, and a positive difference, in their interactions with customer

This 1 day interactive master class will help you:

- ❖ Understand why treating all customers the same is not a viable or sustainable customer experience strategy. And why listening carefully and respectfully and making emotional connections can offer a deeper insight into customer behaviour and expectations
- ❖ Identify, create and document customer personas that can paint a more complete picture of individuals and their experiences to more successfully meet the needs of all customers
- ❖ Learn how and why, vivid, descriptive, empathetic language can guide your team to ask customers more of the right questions, at the right time, for the right customer outcomes
- ❖ Help polish the content, structure and performance of the team to better guide emotional decisions when dealing with difficult and challenging customer service issues
- ❖ Introduce, develop and practice real play scenarios that can bring the user to life with characteristics, opinions, emotions, feelings and a voice.
- ❖ Apply these principles to help your people gain invaluable insights and skills they can draw on to define or reenergize your Customer Experience strategy
- ❖ Boost the confidence, performance and enjoyment levels of your team

Master Class Creator and Leader:

Gerry Brown – The Customer Lifeguard

Building on three decades of business experience, in the UK and Canada, Gerry 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.

