

From Customer Service to Extraordinary Experiences



Summary: In today's competitive environment, all organizations have to focus on delivering exceptional service to differentiate themselves. Customers, both internal and external, expect customer service. That is the least that they will require. The best organizations understand that creating great experiences for their customers is essential for retention and brand loyalty. Experiencing the workshop will help move your organization from transactional service to extraordinary experiences. This 'hands on' workshop is designed to put extraordinary ideas into immediate action!

Program Benefits:

- Leverage the power of your brand to create compelling experiences for customers, clients or patients.
- Motivate employees to 'own' the customer experience. Everyone is a service ambassador.
- Create a competitive advantage through exceptional service.

Objectives: Participants will be able to:

- Gain a shared understanding of how to deliver extraordinary experiences that meet customer expectations.
- Identify the critical interactions that make the customer service an excruciating or extraordinary experience.
- Improve service delivery to internal and external customers.
- Align customer experiences with the company's brand.
- Move from transactional service to relationship based service.
- Clarify the importance of the leadership role in delivering extraordinary service.

Workshop Content:

1. The business case for extraordinary service
2. Exploring the Experience model and applying the concepts
3. Identifying customers/clients/patients expectations and pain points
4. Aligning brand, vision and values to service experiences
5. Developing a Customer Experience Promise
6. Identifying and prioritizing key experience interactions
7. How to implement extraordinary customer service experience ideas

Audience:

Managers, leaders and service ambassadors