

CUSTOMER EXPERIENCE EXCELLENCE

Jan. 18 - Regina
Jan. 20 - Saskatoon
Register Now!



WHAT IS A CUSTOMER EXPERIENCE?

Customer loyalty is significantly impacted by how the customer feels about the *experience* of dealing with your organization. The customer experience is a blend of physical performance and the emotions evoked, measured against expectations. Your customer considers:

- Do I **feel valued**? Does the company care about me, my business?
- Do **staff members treat me** as an individual or an interruption?
- How do they act **when things go wrong**? Do I feel confident my concerns will be addressed or should I cut my losses now?

This program provides **practical, easy-to-implement** tools and techniques to guide you in delivering **outstanding service** to **external and internal customers**.

BENEFITS OF PARTICIPATING

Through this program, you will learn:

- How **customers evaluate** your service
 - Why your **relationships with co-workers** are an integral part of the external customer's experience
 - How to **balance** business imperatives and customer demands
 - Four personal behavioural styles and how each **impacts** the customer relationship
- The importance of understanding and managing your emotions; responding to customer emotions **calmly and effectively**
 - **Essential skills** for delivering outstanding customer service

WHAT DOES CUSTOMER EXPERIENCE EXCELLENCE DO?

Customer Experience Excellence addresses challenges your employees face on a daily basis. It includes skill development and methods for managing your own emotions and those of your customer. It is designed for both front line and management staff.

Register now!

Some of our customer service development clients include:



With more than 15,000 satisfied customers we're not too shy to blow our own horn, but we'd rather let our customers do it for us. Here are some recent comments:

A dynamic, fun learning experience that will serve as the baseline for our future organizational success.

J. DiNitto, Bose

Definitely recommend. Made me see how I react to things and now I know how to respond better.

N. Soles, SLGA

Great energy! Appreciate that you knew what our jobs involved. Great activities.

R. McKay, SaskHealth

Absolutely perfect. Certainly live up to your reputation – wonderful to work with!

L. Szalacinski, ASQ (American Society for Quality)

Most courses make me fall asleep – not this one! Funny, engaging facilitators kept us alert and responsive.

J. Martens, SLGA

Clearly experienced in customer service training. Logical and realistic examples and solutions that really can be implemented.

C. Mann, Comco

Investment: \$395 plus GST
materials included
ask us about group discounts

CUSTOMER EXPERIENCE EXCELLENCE

ONE DAY WORKSHOP

Tuesday, **January 18** – Regina
Thursday, **January 20** – Saskatoon
8:30 a.m. – 4:30 p.m.

To register please contact:

DAVIS WARD

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