

# Positive Customer Experiences

Excellent customer service is no longer enough

Understanding and setting positive customer experiences is not easy. Don't sit on your laurels and get complacent with high customer satisfaction levels. The next frontier of customer service is creating positive experiences for customers. Your people will be surprised at the innovation and impact of positive experiences for customers.

Setting positive customer experiences is a science and is proven to boost stakeholder engagement levels and simultaneously increase brand loyalty levels. Discover innovative ways to positively change your customer's experience and interaction with your organization.

## Positive customer experiences – Who does them well?

**The local ice cream store** – Have you noticed that delightful aroma when you walk by your ice cream store. That aroma is manufactured and deliberately pumped out as there is a link between the inhaled positive experience and increased sales.

**Courier companies** - Many couriers are encouraged to leave your building at a fast pace. This gives some customers an implied message that you are so valuable that they are running to meet your expectations. Watch as the couriers get round the corner and they dramatically slow down

**Disneyworld** – One of the pioneers of setting positive experiences. They've replaced "hiring" with "casting". Visitors are always referred to as "guests". Every experience you have at Disneyworld is finely crafted to ensure your experience is superb. This contributes to your likelihood of being a repeat visitor in the future

**Bunnings** – Now here's an experience. The BBQ and sizzling at the entrance. The children excited at the children's activities section and the fenced playhouse. Stores are integrated and all staff wear an apron. Who would have thought a hardware store could deliver these experiences

## And who doesn't?

We've all spent time queuing and waiting for customer service. Same old straggly line. No-one in the line is very happy. What can the service providers do to improve your experience?

- Make sure to ask the presenter how an airline dramatically reduced the amount of complaints from people queuing at the baggage pick up carousel despite making no improvement on the waiting time



# Key learning outcomes

Your **Positive Customer Experiences** program will give participants the skills to:

- Critique case studies in setting customer experiences
- Using dramaturgy techniques to set experiences
- Blueprint your existing customer's experience
- Calibrate the connection points that create positive customer experiences
- Motivate your people to move beyond excellent customer services as a performance metric
- Tangiblise the customer experience with positive cues
- Identify and remove intangible cues that create negative customer experiences
- Empower staff to think on their feet
- Learn how to change attitudes in the workplace
- Critique the impact of positive customer experiences and stakeholder relationships
- Interpret your service levels from different user's perspectives
- Substitute vocabulary that diminishes the ideal customer experience
- Reposition the role you play in customer satisfaction

## Would you like to attend this program?

- For maximum effectiveness, this program is best conducted as an in-house program.
- **Ideal group size:** 4 – 9 participants.
- **Venue:** For your convenience, you can choose to conduct this program at your business premises. Alternatively, we can provide a training venue at a small additional cost.
- **Duration:** This program can be conducted as a one day or half day program.
- **Cost:** Price on request.
- **Target Audience:** Employees, Supervisors, Team Leaders, Senior Managers or CEO's.

If you would like more information on this training program, please contact:  
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