



POSITIVE CUSTOMER EXPERIENCES

"The customer's perception is your reality." - Kate Zabriskie

In today's fast-paced world, delivering exceptional customer experiences has become more important than ever. 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 organisation.

Key Course Content:

- 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
- 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



Target Audience:

The course can be tailored for the specific cohort whether it be the leadership team, another group of managers/team leaders or customer service team.



Duration:

This course is available as a 1-day course or a truncated 1/2 -day course.



Delivery:

This course can be delivered both in-person or virtually. For virtual delivery, we can use our virtual platforms or your organisations.



Group Size:

We recommend a group size of 4-10 people.