



# Changing Channels - Tune into your Customers before they turn you off

## A *“Bringing Customer Experience to Life”* Workshop

We’re going through a social customer revolution and many companies have customers that are drowning in a sea of indifference. They are frustrated about the poor quality of service they experience across a broad range of contact channels and company touch points.

Social media and mobile technology are dramatically changing the landscape and increasing numbers of customers – not just Generation Y – are using these channels and devices as their first point of contact for customer service, bypassing more traditional methods such as call centres and on-line help centres.

As a result of this fast changing customer landscape, companies are seeking to integrate their systems, improve their processes and educate their people to adopt a customer-centric approach to address this shift. However, many businesses, large and small, haven’t yet reached the stage where they have managed to harness these important, but different elements, in a way that allows for a truly joined up, holistic or single view of the customer that can drive a seamless multi-channel or Omni-channel engagement.

When your customer uses multiple channels to solve their issues, it's critical to be able to identify both positive strong points as well as potential flashpoints, where they may encounter a bad experience and put your complete customer experience strategy in jeopardy. Failing to identify and address these issues across all interaction channels can create an increase in avoidable and costly calls to your call centre, and potentially losing customers without a trace.

The workshop is based on the **Four Principles of Customer Experience**; *Culture, Commitment, Community and Communication*. It is designed to help companies develop organizational channel alignment and a practical deployment model for establishing and accelerating a longer term customer experience improvement process.

### Target Audience:

Customer Service Directors, IT Directors, Finance Directors and Business Leaders who are seeking to find the ideal blend of customer experience excellence and operational effectiveness sprinkled with a generous helping of financial prudence.

## This interactive workshop will help you:

- ❖ *Clearly define your customers – who they are, where they are, and what they want?*
- ❖ *Explore and evaluate your current customer experience journey and channel strategy*
- ❖ *Map your tactics and technology to your strategic ambition – Where are the gaps?*
- ❖ *Identify short term opportunities for operational improvement*
- ❖ *Introduce a truly collaborative, company-wide, progressive process improvement model that is customer, not company, focused*

## Workshop Creator and Leader:



### Gerry Brown – The Customer Lifeguard

Gerry Brown is on a mission to track down bad service, tap it on the shoulder and ask it to leave. Building on three decades of business experience, in the UK and Canada, he 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.

