



Customer Experience Principles That Count!

Key elements that add up to a profitable customer experience strategy

Customer Service Directors, IT Directors, Heads of Customer Experience, MDs and their cross-functional teams, know that embedding great customer experience at the heart of their business is a key element in their long term survival and growth. This was borne out by a recent survey by eConsultancy that identified that customer experience strategy development is high on most business leader's agendas. Despite this, many companies still struggle to inspire their people, transform their organization and become more customer centric.

The eConsultancy survey also stated that customer experience isn't getting any easier with 40% of organizations citing "complexity" as the greatest barrier to improving multichannel customer experience. Despite all the positive intent, the survey confirms that only 26% of companies have a well-developed strategy in place for improving customer experience.

There are many processes and technologies associated with the operational side of customer experience, but they are rarely the ideal starting point in developing an effective customer experience strategy. However, understanding and aligning the fundamental principles that govern human effectiveness and conscious thought, have long been vital elements in helping forward thinking companies build the key foundations for a successful and sustainable customer experience program.

This workshop will look closer at the companies that really do have customer experience working for them, why and how they've done it, and the impact on their business. We'll explore the Four Principles that have been the key to their success; **Culture, Commitment, Community and Communication**. We'll examine how your company compares in their adoption of these principles, and what is needed to create, or reinforce, the foundation on which to build and support your customer experience strategy and deploy it successfully and profitably.

Attendees will take away practical ideas and next day actions that can be implemented quickly and cost effectively. This will include identifying the steps involved to ready the company for a more customer centric approach, irrespective of size, and making a positive and measurable impact on your customer service operation and overall customer experience strategy.

If you are seeking to unlock the mysteries of customer experience design, development and deployment and embed a company-wide, culture of customer centricity, then this interactive workshop will help you:

- ❖ *Identify why the Four Principles are critical elements in customer experience strategy*
- ❖ *Benchmark your company's alignment and adoption of these principles*
- ❖ *Apply these principles to define or reenergize your Customer Experience strategy*
- ❖ *Develop common goals, a collaborative mind-set and a company-wide approach to building Organizational Engagement*
- ❖ *Lay the foundations for a Customer Experience Framework: What good looks like*
- ❖ *Identify top priorities for action & that generate some quick wins and measurable returns to get Customer Experience off to a running start*

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.

