

From Customer Service to Customer Delight

Give your clients more than plain vanilla...

Create a competitive advantage with customer experience design.



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The truths about customers:

- 1 - It is six times more expensive to acquire a new customer than to keep a current one
- 2 - Only 4% of dissatisfied customers will talk to you, the other 96% will quietly disappear
- 3 - Customers are lost primarily due to indifference rather than dissatisfaction
- 4 - Customers who feel poorly served will tell an average of 12 people about their negative experience

Many businesses measure customer service with traditional measures such as customer satisfaction, process time and revenue increases.

If that is all you are doing, then your company is falling short.

In today's crowded market place of many business competing for the attention and hard-earned Dollars of customers, customer services is no longer a competitive differentiator.

You need to be able to make the customers' experiences of interacting with your company more valuable than working with other companies.

You need to not only satisfy your clients, you need to delight them. Customer Delight distinguishes you from the rest.

Is there a way to systematically build delight into everything you do for your customers? The answer, of course, is YES!

The purpose of our *From Customer Service to Customer Delight* Workshop and Training Program is to partner with you to ensure you have the ability to design your own Customer Delight Strategy.

Unleashing the potential of your people is an essential component of the profitability and future success of your organization.

Course Overview:

"From Customer Service to Customer Delight" provides an innovative tool kit that's effective and easy to implement.

We understand your world and have simplified the process to the key activities that have the greatest impact on your bottom line. During the course, participants learn principles, concepts, and strategies to:

- Find out who your customers are and what they REALLY want and expect
- Understand what you have to offer them that matches their needs
- Anticipate their needs, provide solutions before they ask and create a "WOW" factor
- Collect information as to "What did we do right" and "Missed Opportunities"
- Leverage strengths and improve opportunities for growth
- Monitor progress and results
- Surprise your customers and "Wow!" them

Learning Objectives:

Each participant will learn how to:

- Build a actionable customer centric Service Vision
- Broadcast your vision to the team and explain WHY things must be done
- Define customer categories and unique expectations within the categories
- Map the current customer experience
- Develop an operating model that balances the customer experience with the cost to serve
- Define the processes and workflows needed to fulfill on the promise
- Set clear expectations for employees, identify and build critical skills to fill the gaps
- Motivate employees to maintain service levels and organizational performance
- Create a culture of "Customer Delight"

The Workshop:

Facilitated by Hannes Geiger, an experienced business consultant and professional coach. The workshop will be dynamic, interactive and filled with numerous practical ideas that can be implemented immediately.



Workshop will be 2 hours long and limited to 25 participants. A minimum of 10 participants is needed for each workshop.

Workshop Fee is \$45.00 (Please contact us for group discounts).

Contact Hannes Geiger to guarantee your spot —

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