Creating WOW Customer Experiences

**Course Overview**

This program is about improving the customer experience. Customers do business with people who make them feel special. Today’s customers have high expectations and every organization that wants to remain competitive and positively impact their bottom line must figure out how to exceed customer expectations. It doesn’t matter if you are in the hospitality, airline, healthcare or insurance industry. Customers perception is king!

**Program Objectives**

During this program, participants will:

* Develop strategies to exceed customer expectations
* Turn disgruntled customers into a fans
* Identify opportunities for process improvement
* Learn best practices from organizations who are thrilling customers
* Identify the four puzzle pieces required to WOW customers

**Available Formats**

**•** ½ day

• Full day

The following outline highlights some of the program’s key learning points. As part of the training program, we will modify the content as needed to meet your business objectives. This program is highly interactive.

**Workshop Outline**

**What does the customer want?**

We will identify your customer expectations, then we will brainstorm about ways to exceed their expectations.

**How does employee engagement impact CX?**

We will look at current levels of employee engagement. If there is a current employee engagement survey, we will use the survey as a starting place. If no survey exists, we will examine current practices to creating a motivating work environment.

**The four puzzle pieces to great CX.**

During this part of the program we examine current processes, work environment, people skills and services. If one of the pieces of the puzzle is not working, the customer experience will be mediocre.

**Who’s good at providing WOW service?**

We share best practices from organizations who are tremendous at thrilling customers.

**Dealing with Difficult Customers**

During this part of the program, we role play dealing with difficult, abusive customers.

**Creating a Plan of Action**

During this part of the program, we develop an action plan for improving the customer experience.