

Improving the Customer Experience

"We now have a real understanding of what good customer service actually means."

WORKSHOP CONTENT

Day 1

- The need for customer service
- The five dimensions of your service: reliability, responsiveness, assurance, empathy and tangibles
- Your customer 'contact map'
- Identifying your 'moments of truth'

Day 2

- The need to understand your 'service gap'
- Measuring your service gap
- The relationship between improved customer perceptions, customer loyalty and your profitability
- Implementing customer-driven improvements to close your Service Gap

Company-Specific only
Duration: 2 days

Your objective

To successfully manage your customers' experience of your business in order to close the gap between their expectations and perceptions of your organisation - and to thereby increase your company's success.

You should send your staff on this workshop because:

- You want to increase their understanding of how to fundamentally improve the level of service you give to your customers.

Why should your customers' experience concern you?

It is becoming increasingly difficult for your organisation to 'stand out from the crowd' and differentiate your product or service from your competitors. The increase in global and local competition and the greater transparency of pricing and product-feature comparisons, enabled by the Internet, all provide your customers with greater choice. As a result, they are becoming more demanding, with higher expectations of your products and services.

Remember, your customers don't simply buy your products or services; they buy the **benefits** that your products or services give to them. They buy your 'offerings' consisting of products/services - as well as personal attention and other service elements. To be successful, you must provide your customers with solutions that create value **for them**.

What will you learn?

This workshop will demonstrate that the key to creating value for your customers is to manage their experience so that **all** their interactions with your company are positive.

You will obtain two fundamental levels of understanding:

1. What all your interactions are with your customers (it's not just your Sales Department!)
2. What your customers' perceptions are of the service they receive compared to their expectations.

Key elements of this workshop are customer-contact mapping tools, techniques to quantify your customers' 'moments of truth' with your organisation and the 'service gap' model.