



POSITIVE CUSTOMER EXPERIENCES

"The best way to gain self-confidence is to do what you are afraid to do." - Anonymous

This training course will help you understand how to create a positive customer experience. We will explore effective customer service techniques and how to leverage customer feedback. You will learn how to develop an understanding of customer needs, interact with customers in a friendly and professional manner, manage customer complaints, and use customer feedback to improve services. Throughout this session, you will gain the skills necessary to create memorable customer experiences that drive loyalty and satisfaction. Join us and learn how to build strong customer relationships and exceed expectations.

Key Course Content:

- Critique case studies in setting customer experiences.
- Using dramaturgy techniques to set experiences.
- Blueprint your existing customer's experience.
- Calibrate the connection points that create positive customer experiences.
- Motivate your people to move beyond excellent customer services as a performance metric.
- Stabilise customer experience with positive cues.
- Identify and remove intangible cues that create negative customer experiences.
- Empower staff to think on their feet.
- Learn how to change attitudes in the workplace.
- Critique the impact of positive customer experiences and stakeholder relationships.
- Interpret your service levels from different user's



Target Audience:

The course can be tailored for the specific cohort whether it be the leadership team, another group of managers/team leaders or employees.



Duration:

This course is available as a 1-day course or a truncated half-day course.



Delivery:

This course can be delivered both in-person or virtually. For virtual delivery, we can use our virtual platforms or your organisations.



Group Size:

We recommend a group size of 4-10 people.