

CUSTOMER EXPERIENCE WORKSHOP (External Customers)

Customer Experience ♦ Problem Solving ♦ Communication ♦ Develop Customer Advocates

Does your team know how to create and sustain a positive long-term relationship with your customers? Can your team deliver excellent customer service that differentiates you from your competitors, drives long term loyalty and develops customer advocates? Do your team have the initiative to proactively make things happen to delight and retain your customers? Good customer service creates satisfied customers.

Reducing the customer defection rate by 5% can increase profitability by 25% -125%*.

Simply satisfying customers is not enough. To turn customers into 'raving fans', who will not only be loyal to you but will be a champion of your business and recommend you to others, requires teams to exceed expectations.

Objectives

After participating in this activity staff will be able to:

- Manage customer interactions in a consistent and positive way.
- Remain calm and rational when dealing with customers.
- Create a personal connection and drive creative engagement with customers.
- Identify the real cause of an issue and resolve it first time.
- Recognise how the original problem and solution impact on the wider business.



How it works

The customer experience event involves a business game supported by discussion sessions led by an experienced customer experience facilitator. The activity centres around a playing board where individuals or small teams compete to take their customers from initial contact through to customer advocate. The journey involves the participants navigating their way through three key zones:

- **Initial contact.** A poor experience here could result in the customer failing to engage. The customer may leave feeling angry and frustrated.
- **Winning the right to have a meaningful conversation.** Participants need to demonstrate their knowledge of how to interact with the customer and build trust.
- **Conversion of a satisfied customer to an advocate.** Satisfied customers are nice to have but advocates are what a business really needs.

The objective for the players is to get as many customers as possible into the customer advocate zone.

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The facilitator has two roles. An active participant taking turns with the other participants to create new challenges relevant to the choices made by the participants and acting as a guide adding in new information on best practice.

Audience

All front-line customer facing staff, their supervisors and first line managers.

Duration

The game is part of a half day workshop event which will take 3 and a half hours.

Express an interest : Deadline 8th November 2017

Is your organisation concerned about any of the issues we have identified?

If it is then maybe you would like to be part of the development team? As part of the team you would have an input into the overall design of the games, and the opportunity to use them with your organisation during testing.

Staff from your organisation would benefit from thinking through the issues as designers, be able to facilitate the activity with the wider community, you will have raised the profile of this issue for the business and provided essential training to staff.

Please express your interest by contacting teresa@claritycx.co.uk or christine@chris-elgood.co.uk the closing date for expressions of interest is 8th November.

** research provided by SmallBusiness.co.uk*

