



Getting the Customer/Client Experience Right

Every organization needs to spend time understanding how it wants the customer/client experience to be. In order to get this right, it means knowing what really matters to your customer/client and then building trust around those elements.

And it means knowing how you, as representative of the brand/product/service, are perceived as you interact with your customers. As well as being able to grasp what kind of customer/client you are dealing with and how to flex your behavior to meet their needs, wants and hopes.

Attend this program to invest time on making sure your customer/client experience is what they are looking for when they come to you.

How do I know I should attend this workshop?

1. Have you been kept awake at night worrying about poor customer/client feedback?
2. Are you troubled that your customer/client experience is erratic or inconsistent?
3. Do you want to spend time truly getting to know your ideal clientele profile?
4. Are you concerned that your brand reputation is not what you want it to be?
5. Do you know that your communication strategy with your clients/customers needs an overhaul?

If you answer yes to most of these five questions, then this workshop is for you.

What will I do?

You will:

- Unpack your and your peers' best and worst customer/client experiences
- Work on understanding what really matters to your customer/client
- Learn about the building blocks of trust
- Analyze different customer/client personality types, their needs and wants
- Spend time focusing on your brand reputation

What are the outcomes?

By the end of this workshop you will have:

- Defined the type of customer/client experience that is most apt for your organization
- Worked on key communication skills that underpin a customer/client experience
- Practiced how to show warmth as well as competence
- Gained confidence in quickly being able to grasp a customer/client's personality and needs
- Worked on successfully managing tricky customers/clients



How do I prepare?

Please come having given thought to your best and worst customer/client experiences.

Who is iOpener?

We develop people and organizational performance through the power of happiness at work.