

## **The Ultimate Customer Experience**

How to give extra to your customers?

How to create unbreakable customer bonding and customer loyalty?

### **Introduction**

Driving customer success has become an important metric for business enterprises operating in the modern world. Customer success has a real-world impact on business revenues because it reduces customer churn rates. Additional benefits include lower business expenses in terms of acquiring new customers, an opportunity to improve existing products and services through the use of customer feedback, a chance to cultivate brand ambassadors, and growing customer loyalty. We should note that happy customers represent a long-term business asset. Ultimately, the end goal is to create an experience for your customers that is unique from your competition and far surpasses the customer's expectations. But while many business leaders may know and understand this concept, it's an entirely different concept when trying to map it out and implement it.

### **Program Objectives**

This program aims to:

- Assist you in delivering the ultimate customer experience to your customers

### **Learning Outcomes**

After completing this program, the participants should be able to:

- Make the first great impression
- Serve with Empathy
- Connect with Emotion

### **Methodology**

Gamification, case study, interview, case simulation, quiz, group discussion, lecture, videos.

### **Who Should Attend**

Front liners, receptions, marketing executives, leaders and manager who needs to interact with customers.

## Program Outline

Day One	
Time	Topics
9:00am – 10:30am	<p><b>Customer Service, Customer Experience vs Customer Satisfaction</b></p> <p>In this module, the participants would look at the fundamental of customer service, customer experience and customer satisfaction. The participants would understand the concept of 7Ps in service marketing in this module.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p><b>Closing the Gap of Customer Experience and Customers Expectation.</b></p> <p>In this module, the participants would learn how to find the gap that creates customer satisfaction. The participants how to use service matrix as the tools to determine the gap to provide ultimate customer experience.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p><b>Making a Great First Experience</b></p> <p>The module provides a checklist for the participants to remind elements to be taken care of when dealing with customers regardless of the product or service. Participants would learn how to design an unforgettable and memorable packaging or first impression through the concept of 5 human senses and the human mind.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p><b>We need Extra and Special</b></p> <p>This module focuses on the concept of customer demand and the concept of “SO-WHAT” about your product. This module helps you to think of the box to provide something unique to cheer your customers.</p>
Day Two	
Time	Topics
9:00am – 10:30am	<p><b>Don’t Make it Right, Get it Right!</b></p> <p>This module shares the common mistakes of the business strategist. They focus on the execution but miss seeing the details during execution. Hence, it is important to ensure to get it right in the first place.</p>

10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p><b>Serve with Empathy and Compassion</b></p> <p>In this module, the participants would learn how to uphold the values of empathy and compassion in the service. This module aims to tune the mindset of the participants from “I” to “we” and always try to help the customers.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p><b>Connect With Emotion</b></p> <p>No matter what industry you’re in, whether you’re in B2C or B2B sales, it’s more important than ever before to build strong relationships with your customers. No matter what you sell, even if it’s a technical product or complex solution, you need to build emotional bonds with your customers — because people like to buy from people that they like!</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p><b>Self-Leadership as Key of Ultimate Customer Experience</b></p> <p>This module trains the participants to apply self-leadership in dealing with customers. With taking up personal responsibility, accountability and the employees would serve the clients with heart and soul.</p>