

Benefit from our new **Customer Success** Workshop –
“Customer Experience Beyond Excellence”



- **Increase your customer retention by 5% or greater.**
- **Improved CSAT scores up to 20% and.**
- **Improve employee retention by reducing job related stress.**
- **Improve loyalty and increase revenues.**

Think you are not delivering customer success? Ever experience your team as a customer? Is your team rusty on execution? Are your employees stressed? Our customized half day workshop, delivered at your site, by Dennis Gershowitz (our expert in Customer Excellence and Customer Success with over 35 years of service management experience), provides new and reminder material, exercises with each module and role playing activities on delivering that “wow” customer facing experience.

Audience:

If you are responsible for managing and training customer facing employees or for delivering the customer experience, this workshop is for you and your team. The attendee leaves with best practices for working with the customer and an enhanced skill set to engage the customer and deliver service that will exceed their expectations.

Key Takeaways:

- Understand the criteria for delivering a successful customer experience.
- Learn alternative ways to deliver the customer experience which improve your CSAT scores and grow loyalty and revenues.
- Uncover new techniques for effective communication.
- Internalize proven techniques and useful rules for gaining closure and customer satisfaction while building loyalty and increasing retention.
- Discover how to effectively respond when challenged by the customer.
- This training will demonstrate that you care about your customer. Your team’s renewed passion will motivate them to “go the extra mile” and deliver that “wow” experience!

Overview:

Module	Major learnings
Introduction To Customer Experience And The Importance Of Loyalty	<ul style="list-style-type: none">- Today's customer and what is customer success- What customers expect and how to engage them- How to deliver exceptional customer experiences and build customer loyalty
How The Customer Sees The Organization	<ul style="list-style-type: none">- Why customers leave- How to CARE about the customer- What service delivery must look like- You are responsible for the customer and what you do about it
Never Say 'NO'	<ul style="list-style-type: none">- How to tell the customer 'No'- What not to say to a customer- Attitude and how to manage yours
Communication Skills	<ul style="list-style-type: none">- Understand the elements of the communication process- Communicate for customer success- What are the key customer styles and how to respond to them- Learn to create a Customer Success report card
Are We Difficult To Work With	<ul style="list-style-type: none">- Understand what makes the customer's effort easy- What needs to change- The steps to you being at your best- Reducing job related stress
Close	<ul style="list-style-type: none">- Experience some customer success examples- Review key points and lasting takeaways

Note: Each module contains exercises and role playing.

About Dennis Gershowitz, Principal, DG Associates has led several Global Customer Support Operations. As a Service Executive with over 35 years of experience, he understands the soft skills required to delivering a lasting and positive customer experience. He works with clients to: enhance their Customer Loyalty Programs, understand more about their customers; develop improved tools for exceeding customer expectations; further their Customer Experience strategies, such as revenue growth and retention. Dennis has been honored with awards in Services leadership including Service Professional of the Year from AFSMI and is an accomplished speaker and writer in the areas of Customer Support/Loyalty and Leadership.

To find out more about the “**Customer Experience Beyond Excellence**” workshop, please contact Dennis Gershowitz at dennisg@dgassociates.net or call us at +1 910.270.5382.