

Create a Great Customer Experience



QUICK VIEW

100% distance-learning



Approximately
8 hours



Sales associates in
specialist stores or
retail chains

All businesses should deliver satisfactory customer service—but that's not at all what this course is about! Here we'll look at how to create truly great customer experiences—those "wow" moments that amaze customers, inspire loyalty and free stores from race-to-the-bottom pricing competition. Leading customer service expert and *New York Times* best-selling author Shep Hyken has built a set of tools that allow us to create true moments of magic for our customers—and, just as importantly, to do so consistently. The result isn't just spectacular for customers, it's more rewarding and motivating for staff.

FOLLOW THE PATH

- 1 Amazing every customer
- 2 Greeting your customer
- 3 Adapting to individual customers
- 4 Inspiring your customer
- 5 Surprising your customer
- 6 Being accountable to your customer
- 7 Being a leader
- 8 Winning back customers
- 9 Leaving a lasting impression



SHEP HYKEN

New York Times and *Wall Street Journal* best-selling author, sought-after customer service and experience expert. Hall of fame speaker for National Speakers Association.

FOR PROVEN BENEFITS

- Customer loyalty
- +
- Competitive edge
- +
- Customers become brand ambassadors
- +
- Customers spend more each time they purchase
- +
- Customers are less price-sensitive