



Customer Experience Edge™

Creating Legendary Experiences

Research indicates that up to 80% of all customers who leave for a competitor report having been satisfied with the previous company.* In today's business environment, companies are realizing that a satisfied customer is not enough. Signature Worldwide's **Customer Experience Edge™** is an organization-wide approach to creating a customer service culture that turns satisfied customers into loyal customers.

The program includes:

- **Assessment:** Defines the culture, standards and processes of the company from the employee perspective.
- **Stakeholder Meeting:** Establishes program objectives, provides an overview and includes a discussion on cultural changes with stakeholders.
- **Manager / Supervisor Orientation:** Introduces management to the training and resulting changes.
- **Kick-off Rally:** Builds excitement for upcoming training with an all-employee event.
- **Training for Managers:** Provides management with resources needed to integrate a customer service model into daily practices.
- **Training for Employees:** Introduces the customer-service culture concept to all employees.
- **Experience Training:** Focuses on application of the customer service skills to create individualized customer experiences.
- **Leadership and Coaching:** Equips management with the knowledge to coach employees on the customer service skills and performance.

"Signature Worldwide changes with us when our market changes. It truly is one of the most important partnerships our company has."

Manager,
Kaiser Realty

Description

In just over two years, this comprehensive, enterprise-wide program will teach participants strategies and techniques for promoting customer loyalty, which is the key to increasing revenue.

Learning Objectives

Through a variety of techniques, including role-playing, employees will learn how to create and manage the customer experience by:

- Improving awareness
- Building relationships
- Taking ownership.

Customer Experience Edge can provide training solutions that enable you to:

- Increase customer satisfaction ratings
- Achieve industry quality ratings
- Differentiate yourself from the competition
- Manage cultural change.

* Reichheld, Frederick. Learning from Customer Defections. Harvard Business Review. 1996 March |

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