

# CREATING MEMORABLE EXPERIENCES



## OBJECTIVE

- This interactive and engaging half day workshop is designed to provide front-line service professionals with guidelines and tools to create memorable experiences for their customers.

## WHO SHOULD ATTEND

- Front line employees
- Supervisors
- Managers

## SESSION DETAILS

- Half day session - 3.5 hrs
- Between 10-25 participants
- Interactive format
- Take-away resource guide

## BENEFITS TO BUSINESS

- Helps create a consistent service standard within the organization
- To provide service professionals with guidelines, processes and tools to increase their level of customer service and create memorable experiences for every customer

## PROGRAM AT A GLANCE

Creating positive and memorable customer experiences has a direct link to customer loyalty. In this lively, interactive workshop, participants will learn how to evaluate the current customer experience at their organization, and apply that knowledge to create more memorable experiences, each and every day.

### Memorable Experiences

What makes an experience memorable?

### The Experience Economy

Understand the experience economy and the difference between service and an experience

### Mapping the Customer Experience

Maximize moments of truth by mapping customer experiences and learn to put yourself in the customers' shoes

### Strategies to Creating a Positive Memorable Experience

Learn the 3 stages of creating a positive, memorable experience and develop best practises for each stage

### Turning a Negative into a Positive

Understand the different types of negative experiences and gain strategies to turn them around

### Putting it All Together

Practise the 3 stages of creating positive memorable experiences