



- Think Customer -

Put the Customer at the Heart of all Decision-making in your Organisation

Customer Service drives sales. While that is obvious, we don't all do it.

In this fast changing world, many organisations are struggling to differentiate with product - in the way that they might have done in days gone by. The clever ones however, realise that they can differentiate by ensuring their customers have an amazing experience. So they *Customerize their Business!*

We all want the same thing... we want customers to buy today... to come back again... and to refer us to a friend. Of course great Customer Experience is the key driver of that. In this Masterclass, Alan will show you how to achieve a culture of *consistent* great service that will differentiate you for the long term.

In a time where traditional business models of Customer Service collide with new-world digital and omni-channel strategies, excellence in Customer Experience is the new battleground'.

Selfridges and Customer Experience

- Selfridges have won the global dept stores *best store in the world* award three times
- Some of the criteria included *Customer Experience*
- From 2004-2013, Alan O'Neill was instrumental in guided them to win this award and achieve consistently great scores in Customer Service

For who

- Owners
- Directors, Senior Managers
- Leaders who influence the future direction of their organisation

Duration

- This can be a one or two-day masterclass

Content

- This workshop will explore how to develop your new ambition, putting Customer Experience as a top priority in your strategy
- Using values to challenge old ways and to overcome resistance to change
- The importance of communications and training
- Show how good and not-so-good leaders / managers impact their teams as role models
- How to overcome obstacles to great Customer Experiences
- Best practices in building a Service Recovery programme
- Effective measurement mechanisms that drive corrective actions

Benefit

- Fresh ideas to motivate and give hope
- An action plan for immediate impact on your business
- Share best practices with other like-minded people

Delivery Style

- Relaxed, supportive but challenging
- Lots of real-life practical examples
- Participative, inclusive and fun
- While experience on its own is a tough teacher, this structured and focused training makes it easier

Contact

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If we train our people, they might leave. But what if we don't train them – and they stay? (Richard Branson)