

# Customer Experience Edge™

## 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. Participants learn to create and manage the customer experience by improving awareness, building relationships and taking ownership.

## Who Should Attend

Any and all customer-facing departments:

- Reservations
- Sales
- Marketing
- Front Desk
- Bellman
- Transportation
- Concierge
- PBX/Call Center
- Spa
- Retail
- Security
- Housekeeping
- Food & Beverage
- Maintenance
- Activities

## 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.

## 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 Canada'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 ART concept to all employees.
- **Experience Training:** Focuses on application of the ART skills to create individualized customer experiences.
- **Leadership and Coaching:** Equips management with the knowledge to coach employees on ART skills and performance.

Are you ready to experience ART in motion in your organization?

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 |

*Signature*<sup>®</sup>  
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