

MOVING BEYOND CUSTOMER SERVICE TO DRIVING CUSTOMER EXPERIENCE!

Every business today is looking for that something special to differentiate themselves from the competition and Customer Experience (CX) is acknowledged as being the key point of *competitive differentiation* that companies need to focus on to not only survive, but thrive in a highly competitive global market.

Customer Experience is often confused with customer service; but there is a vast difference.

Customer Service takes a one dimensional view of how we interact with customers, which is often only focused on the point of sale.

Customer Experience takes a 3 dimensional view of *the 'entire interaction and relationship with a customer from beginning to end'*.

Customer Experience requires that we focus on each and every touch point a customer uses to interact with our company; whether it be by phone, email, website, retail outlet, call centre, social media or sales representative, to consider where improvements can be made to enhance the relationship with the customer.

Customer Experience means placing the customer at the centre of the business. Its about understanding customer needs and using innovative methods and technology to meet those needs. Done correctly, Customer Experience management attracts new customers, retains current customers and reduces churn; all of which ultimately increase revenue and drive profitability.

During this fast paced and fascinating presentation, Lynn shares what Customer Experience (CX) is; why we need it and how we get it! Highlighting the demands of today's tech savvy customers, Lynn shares insights into how successful brands such as Disney, Apple, Coca Cola and many others are using customer experience to attract and retain customers.

This presentation is designed to shift the thinking of each member of the audience about the role they play in the customer journey and what contribution they can make to improve the experience customers have with a company.

The 6 key demands of today's tech savvy customers include:-

- Convenience
- Customisation
- Customer Service & CRM
- Cost & value
- CSI / Social Responsibility
- Customer Engagement

In addition to the 6 key demands of customers, companies need to continuously evaluate if and how they are remaining relevant to their target market, as well as practicing high levels of employee engagement, both of which are non-negotiable features of any Customer Experience strategy.

