

CUSTOMER EXPERIENCE - MOMENTS OF MAGIC !

A presentation designed to inspire audiences at all levels of an organisation, discover how they can contribute more to improving the Customer Experience.

"In a world where competition is fierce and many businesses offer similar products and services, Customer Experience is the key to competitive differentiation"

It is a well-known fact that the most successful businesses in the world are focusing on driving a better experience to increase sales, decrease churn and improve customer loyalty.

The million dollar question is; what are they doing, how are they doing it and how can we implement some of their success strategies into our businesses to do the same.

During her presentation entitled 'Customer Experience - Moments of Magic' Lynn shares valuable stories, shows dynamic video footage and delves into successful cx campaigns to illustrate how companies like Amazon.com, Disney, BMW and others are using experience to get the attention and increase the loyalty of todays tech savvy and sophisticated customers.

Customer Experience is the hottest topic around, but understanding what it is, where to start and how to capitalise on the opportunities CX presents, can be confusing and daunting. During this presentation, Lynn cuts to the crux of customer experience and shares valuable hints and tips on what is acknowledged to be key in differentiating your business in the future.

- ▶ What is Customer Experience?
- ▶ What are the current trends in Customer Experience?
- ▶ How are the best businesses in the world using CX to drive sales?
- ▶ Understanding the needs of todays customer
- ▶ Capitalising on the Customer Buying Cycle to increase sales
- ▶ Balancing technology & humanization - Employee engagement

If you're looking to inspire your employees to reconsider how they are contributing to an exceptional customer experience, then book this presentation for your next conference, sales meeting or corporate event.