

KEEPING PEOPLE FIRST

COURSE OVERVIEW

Empower your customers to promote your brand

- Build on previous learning about the customer experience without losing the momentum
- Use the power of stories to demonstrate how the organisation succeeds in delivering great customer experiences
- Examine how we can improve our customer-centricity
- Create a positive atmosphere with colleagues and customers alike

We know that happy and engaged employees create customers who are promoters and they in turn generate a thriving business with a growing bottom line. The critical component for making that all happen is people. Those whose job it is to make positive connections between the customer and the brand every day.

Collaborating with one another ensures we continue to make a positive contribution. Colleagues together identify new ideas that enable the organisation to create opportunities to make every experience a customer has one that is compelling, engaging and long lasting. Sustaining our focus on the customer is a constant challenge, particularly because it requires more and more creativity and energy to differentiate ourselves. Keeping the service message fresh and sustainable, and customers loyal and enthusiastic is what this programme helps teams and organisations achieve.

For further information visit tacktmi.co.uk. If you would like to speak to a member of the team call 01923 897 900 or email uk@tacktmiglobal.com.



Interactive & Practical Training Course

Available in-person or virtually

Visit tacktmi.co.uk for further information

SUITABLE FOR:

Everyone in your organisation has the ability to impact your Customer's Experience. This extended learning programme is particularly beneficial for those who have previously attended Tack TMI TMI's Putting People First Programme.

YOU WILL LEAVE THIS COURSE ABLE TO:

- Build on previous learning interventions by undertaking a "Review to date"
- Identify who the promoters and detractors are
- Understand the 5 types of customers, their needs, perceptions and expectations of what a great service experience looks like to them
- Use positive ways and techniques to give feedback that has at its heart a growth mind-set
- Examine your ideal team environment and identify three things you could do immediately to create it
- Explain what it means to be customer-centric
- Connect our Vision, Mission and Values to what we do every day for the customer
- Build a culture of recognition through our daily interactions
- Generate ideas for sustaining a positive culture that delivers a world class customer experience
- Use a technique for successfully communicating with others
- Identify the support needed (and from whom) to continue to deliver world class customer experiences