

Create Exceptional Customer Experiences

"Customers don't care how much you know until they know how much you care"
John Maxwell

Customer service is a noun that everyone talks about but do you understand how to achieve consistent levels of exceptional customer service? When your customers have an exceptional experience they will become raving fans and do your marketing for you, generating repeat business and word of mouth referrals. Customer experience is the new economy, with research showing that 81% of companies that deliver a better customer experience are outperforming their competition and 60% paying more for a better experience. So rather than talking about a customer service culture, learn how to achieve it before your competitors do.



In This Powerful Workshop You Will Discover:

- The link between internal and external customer experiences
- How to welcome customers to create a positive first impression
- Simple and effective ways you can go the extra mile and create WOW! customer experiences
- How to build trust by taking ownership.
- The impact of the 3 Vs of communication – Verbal, Vocal, Visual
- How to discover and satisfy customer needs
- How to develop and maintain a 'yes we can' attitude
- How to use customer focused conversational techniques

Some of the Many Applications of this Dynamic New Learning Experience are:

- Customer service
- Telephone skills
- Sales
- Conference breakout session
- Professional development day

Duration

Depending on the application it can be run as a one hour, two hour, half day or full day session and combined with any of our other workshops.

Ava Lucanus takes a proven, practical and refreshing approach to helping organisations align exceptional customer experiences with their brand promise to generate new and repeat business. Drawing upon four decades of knowledge and experience, Ava works with companies Australia wide and is recognized as an authority in her field. Through her company Edge Communication she provides consulting, training and coaching programs for every level within business to fully optimize their relationships.

"Ava presented two professional development workshops, the aim being to create an awareness of the importance of aligning customer experience with our brand promise. Ava did a wonderful job of achieving this aim and enabling our professional staff to identify how they can ensure their service delivery aligns our client's experience with our firms values and our promise of "great people, great results." Her seminar was engaging and captivated the attendees to understand better the customer journey, the use of different types of "language" and the importance of a customer service system. We all thoroughly enjoyed and benefited from her knowledge and have taken on board many of her ideas to improve our client service approach. Ava is an extremely professional and experienced communications consultant. She uses humour, interactive techniques and factual information to ensure she gets her message across to a diverse group of people. I would not hesitate to recommend Ava".

Lyn Hawkins, Business Development and Marketing Manager, HLB Mann Judd

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