

Customer Service; The WOW Factor ***- a workshop***

“Do what you do so well that they will want to see it again and bring their friends.” (Walt Disney)

What?

An interactive workshop focusing on the most important people in your business – your customers. Explore ways of delivering the WOW factor to keep them coming back time and time again.

How?

Through thinking outside the box, exploring your customers’ needs and developing a plan of action.

Who?

People who want to exceed the expectations of their customers.

Objectives:

By the end of this workshop delegates will be able to:

- undertake an expectation gap analysis
- discuss the impact of delivering the WOW factor to their customers
- use a range of techniques to generate WOW factor ideas
- implement solutions to that will embed long term improvement changes