CREATE AN INCREDIBLE CUSTOMER EXPERIENCE OR LOSE

We have been watching businesses of all kinds closing their doors for years for a variety of reasons, but the one overwhelming similarity that most have is a failure to deliver on a customer experience that allows them to grow in their market.

This talk will lay out a challenge, that when accepted, can change the entire path and scope of your business as well as provide 3 key pillars that make up a framework to create an incredible customer experience and thrive.

1 LEAD WITH A CULTURE OF OVER-THE-TOP LOVE FOR YOUR CUSTOMERS

People remember what they "feel" above all else. What feelings does your business create? Do you love your customer's customer? How do your employees show up every day to execute on that culture?

2 UTILIZE TECHNOLOGY TO ENHANCE THE CUSTOMER EXPERIENCE AND ENGAGE THE CUSTOMER

Technology can help us connect to others when used properly. Does you Point of Sale or CRM drive growth? Are you utilizing AI to connect to others previously missed? Is there industry technology that adds to the experience?

3 EXTEND THE CUSTOMER EXPERIENCE BEYOND THE WALLS OF THE BUSINESS

The customer experience does not stop when your customer leaves the building or gets off the phone. How are you extending that experience? Are you viewing your entire brand and every touch point as part of your customer experience? Is your story easy to share?

Utilizing research, customized, industry specific connection and stories from my business that I opened and run based on this framework, attendees will leave feeling inspired and equipped that they can make the changes necessary to compete with anyone in their market and drive business growth through the customer experience.

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GROW THROUGH IT