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Customer Service Keynote

Customer Experience Creates Real Customer Loyalty

Speech Description

There are those who tell us that loyalty is dead. We live in a point-and-click world of instant gratification, they say, filled with people who will abandon a relationship as soon as someone comes along with a better price or a new idea.

It's nonsense, of course. All one has to do is look at Starbucks, BMW, Apple, Mary Kay, Budweiser – the list goes on. No, customer loyalty isn't dead. But to achieve it, you need to create customer experience that taps into the power of Belonging, Resonance and Caring.

Customer Experience Creates Real Customer Loyalty is an entertaining and thought-provoking presentation that shines a light on what true loyalty is, and exactly what it takes to achieve it. It highlights the difference one person can make; and how this difference, when multiplied by every employee in a company, can create outstanding results.

Participants Will Learn:

- The crucial role of customer service in achieving customer loyalty
- The two types of experiences that stand out in customers' minds
- How to make your products and services resonate with customers
- The three secrets to creating permanent bonds of trust
- The four steps to moving customer service from ordinary to extraordinary

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