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FEATURED ON CNBC, IN FORBES, BUSINESSWEEK, ON CNNMONEY, AND SIRIUS/XM RADIO.

Crafting the Customer Experience for People Not Like You: How to Delight & Engage the Customers Your Competitors Don't Understand

ABSTRACT:

Deliver a better business experience, for every kind of customer.

This session will show how companies, brands and products struggling to differentiate themselves in a sea of sameness can foster long-term loyalty and brand preference with exceptional and customized customer service.

A "one-size fits all" approach to customer service is no longer viable. Businesses competing on service need to understand and cater to customers' racial, ethnic, religious, generational, lifestyle and geographic differences in order to meet or exceed customers' service expectations.

Core customer groups will be covered, including women, the five generations (Matures, Boomers, Gen X, Gen Y and Gen Z), racial and ethnic segments, such as Hispanics, Asians and African-Americans, as well as those who are defined by key lifestyle and life-stage attributes. Includes consumer insights that will help you deliver a better business experience for every customer.

You cannot control the economy, the stock market or the costs of goods and labor. But you can control your organization's customer experience. It's an empowering thought. Customer service is 100% in your control at all times and it's more important than ever in today's competitive business environment.

And terrific customer service doesn't have to break the bank: it's about understanding your customer's values and catering to their priorities.

KEY POINTS:

- Learn the latest techniques that innovative companies are using today to train their staff to deliver exceptional customer service.
- Best practices among leading companies and brands will be reviewed.
- Learn how to listen for what a customer wants, not just what he/she may ask for.
- Learn key insights into delivering terrific customer service to the Hispanic customer.
- Specific strategies and tactics will be discussed as well as Do's and Don'ts.