

# **EBS | GLOBAL**

**Equinox Business Solutions**

## **Building exceptional Customer Experience through individual Accountability & Customer Centricity**

Every touch point a customer has with your employees creates an impression in their mind that will drive their buying behavior for years to come. With social media and the global nature of communication, one bad customer experience can have far reaching consequences on the public's perception of your brand and the revenue your company generates. Every employee has a profound role to play as a brand ambassador and as a living, moving marketer for your brand. We will teach your employees how to buy into living your values, make them aware of their powerful influence to build positive brand perception, and how to drive exceptional customer experience!

### **COURSE OUTLINE**

[www.ebsglobal.co.za](http://www.ebsglobal.co.za)

# Building Exceptional Customer Experience Through Individual Accountability & Customer Centricity

**Duration: 1 day**

**Course objective:** The course aims to significantly improve customer experience by creating awareness of the employees individual responsibility for brand perception.

We cover the essential elements critical to building positive customer experience including customer awareness, self-management, problem-solving, proactivity, leadership, Integrity, empathy, self-awareness, team work, discipline, motivation, passion, professionalism.

The course identifies what it means to be a brand ambassador and how individuals can better live the company values by being their best possible self. Everything focusses on self responsibility and individual accountability for customer interaction and how that influences brand perception.

**Style of training:**

This course has excellent content, and although there is solid content transfer by the facilitator, the course has strong trainee interaction, individual and group exercises. The course is a combination of knowledge transfer and a workshop style approach.

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## What do you get?

- Every trainee will get a trainee booklet with all the course content included, along with the exercises.
- Every trainee will have access to the trainer for a one-on-one skype question and answer session **FREE of charge** once training is completed.
- The course includes maximum content, multi-media, and strong trainee engagement

## What is expected of the trainees

- Willingness to get involved in role plays, complete exercises and tasks.
- An open-mind, willingness to learn and a positive attitude
- Ask lots of questions.

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- **Morning Session**

- What customer experience is and why it is so important?
- Understanding the individual influence on brand perception
- The impact of customer experience on consumer behavior and company profit
- How improved customer experience benefits everyone
- Why taking individual responsibility for customer experience is everything
- How personal growth leads to better customer experience
- How transforming the employees view of themselves leads to improved service
- Value systems and the importance of aligning ourselves with company values
- Understanding the link between thinking, emotions and actions, and how this impacts customer experience
- Valuing the customer and creating customer value
- Developing self responsibility and a commitment to service excellence
- Getting an attitude adjustment
- Developing the right motives for how and why you do your work
- Seeing the customer as you would want them to see you
- Reacting Vs responding – dealing with negative customers
- Caring about the consequences of your actions in the work place
- Delivering exceptional customer experience
- Becoming a master brand ambassador





# Building Exceptional Customer Experience through Individual Accountability & Customer Centricity

- **Afternoon Session**

A deep-dive into the critical elements behind exceptional customer experience and how to develop these attributes so they become positive habits:

This session is run much like a work-shop and is very interactive involving group work, exercises, feedback sessions, self-reflection and content transfer.

- Leadership
- Professionalism
- Team work
- Integrity
- Passion for your work
- Individual accountability
- Time management and efficiency
- Respect for self and others
- Motivation
- Discipline
- Problem solving and the importance of following through
- Proactivity and initiative
- Anticipation and awareness of customer needs
- Getting an attitude adjustment
- Building a collective mindset that is focused on the greater good.
- Looking at high performance and how to achieve it in everything you do
- Caring about your work

## Why use EBS Global?

- EBS Global are **professionally trained educators** with **internationally** recognized **qualifications** and experience delivering training at all levels.
- We have **experience** delivering training across a range of sectors in **11 African countries** including SA, Mozambique, Tanzania, Kenya, Malawi, Swaziland, Zimbabwe, Botswana, Zambia, Uganda and Ghana **and globally** (Australia)
- We ensure **maximum ROI** by delivering high quality content which we believe will provide genuine value to our clients through maximum trainee engagement, strong concept development, practical real life application of concepts, discussions, experiential learning, working exercises and the use of multi-media and role plays.