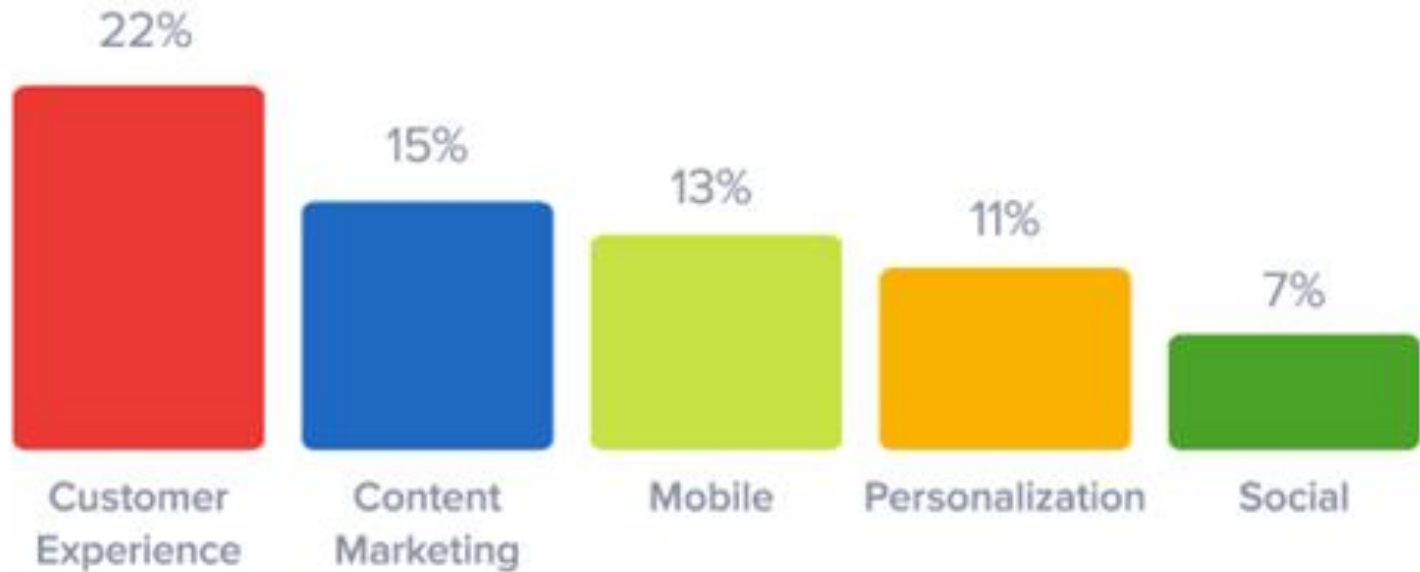


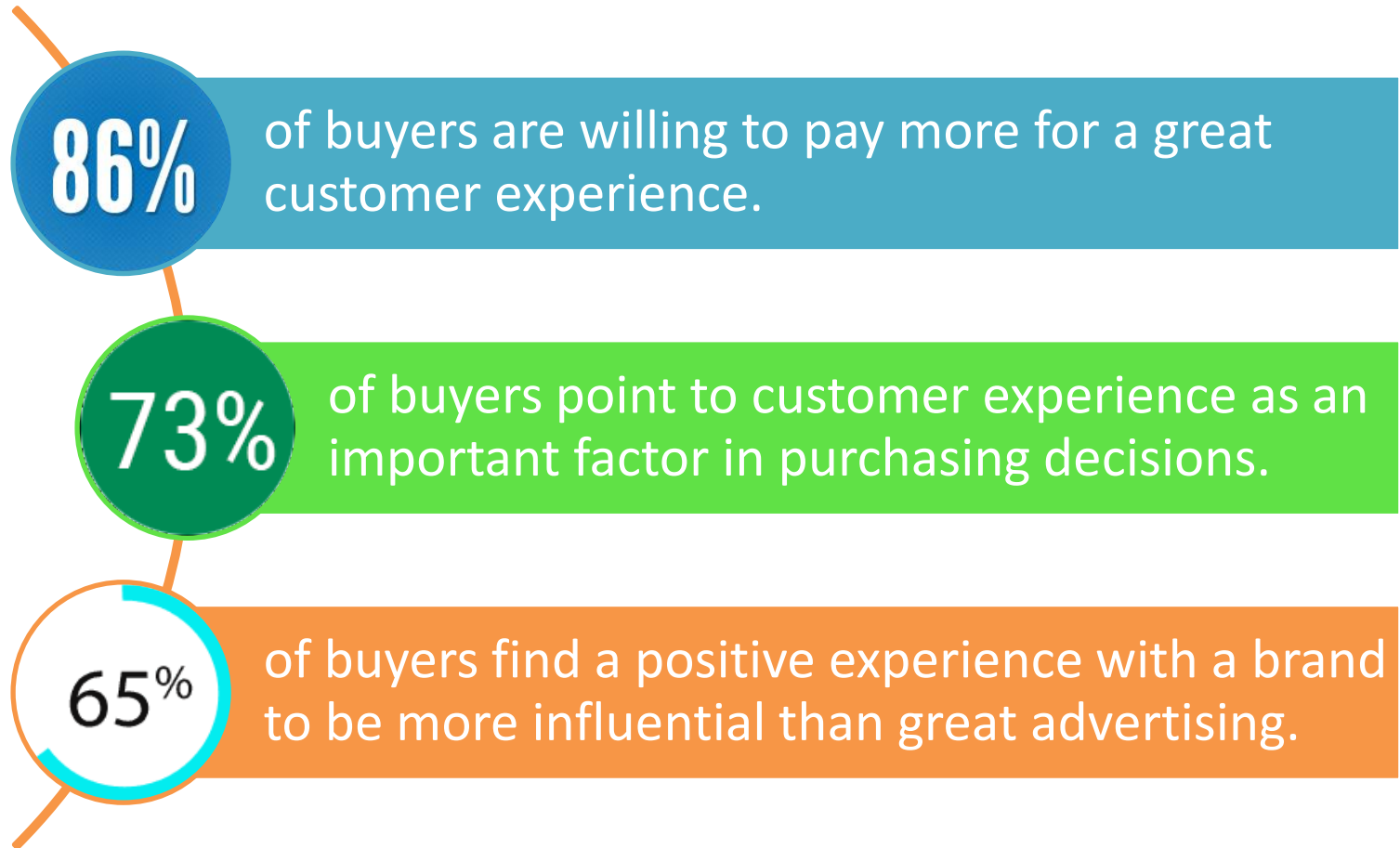


WACO 2019

Most Exciting Business Opportunity



It's no Surprise that Customer Experience is so Exciting, as:



Will this Continue to 2020?

SURVEY SAYS: CUSTOMERS HIGHLY VALUE GREAT CUSTOMER EXPERIENCES



86% of buyers will pay more for a better customer experience.

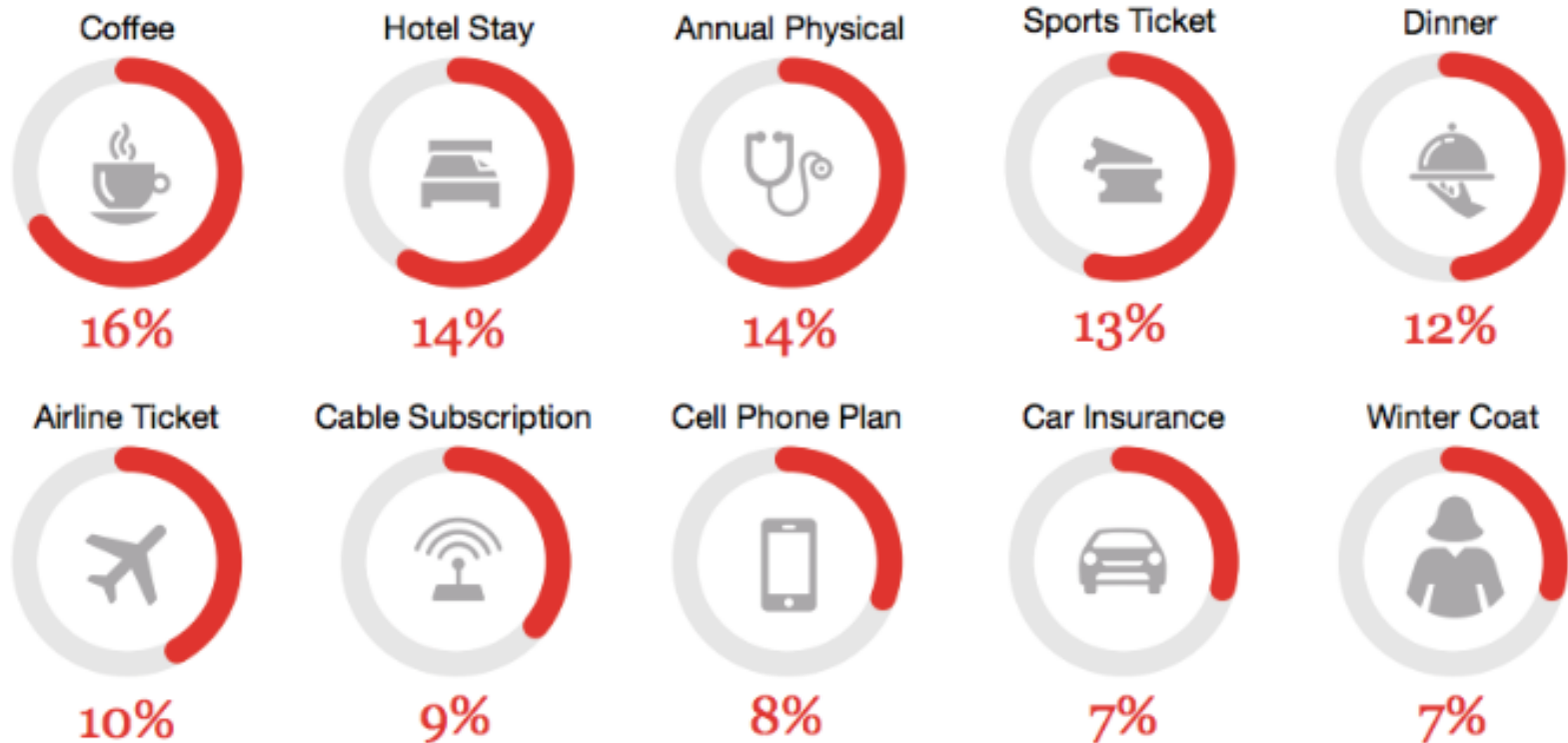
By 2020, customer experience will overtake price and product as the key brand differentiator.

2020



89%

Customers are Willing to Pay a Price Premium of up to 13%



The top 2 reasons why businesses fail at Customer Service

- Bad hiring
- Bad training



Important Customer Service Qualities

- Have Thick Skin
 - It's impossible to please everyone 100 percent of the time.
- Lead with Positive Language and Reaction
- Watch Your Tone



Use Personal Touch

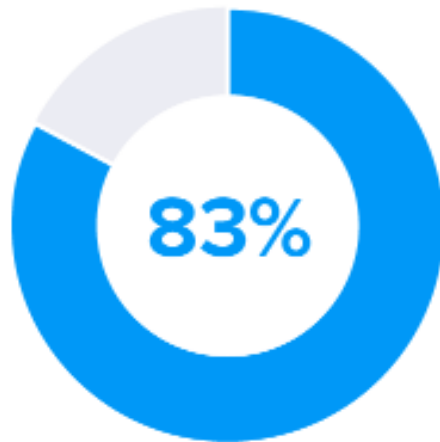
- Put yourself in your customer's place!
- When talking to your customer:
 - learn their name, and
 - use it repeatedly throughout the conversation.
- To show that you're listening, mention something they said earlier.
- Be Authentic.

Discover What Your Customer Needs

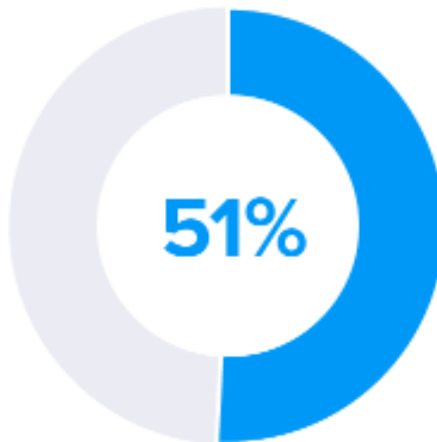
- Let Customers “Discover” Solutions.
- Use Easy Feedback Templates.



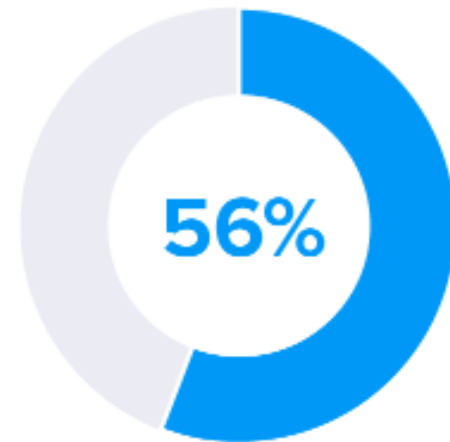
Self-Service Help will be the First Choice



of customers go to a company's website for information.



of customers prefer to have self-service options available on a brand or organization's website.



of customers either leave or go to a competitor because of website issues.

Think of First and Last Impressions

- Take Control of First Impressions.
- Gauge the “Last Impression.”



Conflict Resolutions

- Address Problems Right Away.
- Reply Promptly.
- Demonstrate Empathy. Always.



Each Person is Unique

- Understand that Every Customer is Different.
- Eliminate the Fine Print.
- Implement a Standardized Process.
- Give Your People Power.



Build a Community



- Highlight Special Occasions.
- Invest in Your Social Media Presence.
- Use Reputation Management Tools.
- Reach Out to Old Customers.

Prevent Customers from being Frustrated

- Be a Proactive Problem-Solver.
- Practice Active Listening.
- If You Don't Know, Say So.
- Never Argue, Ever.
- Vent With Caution.

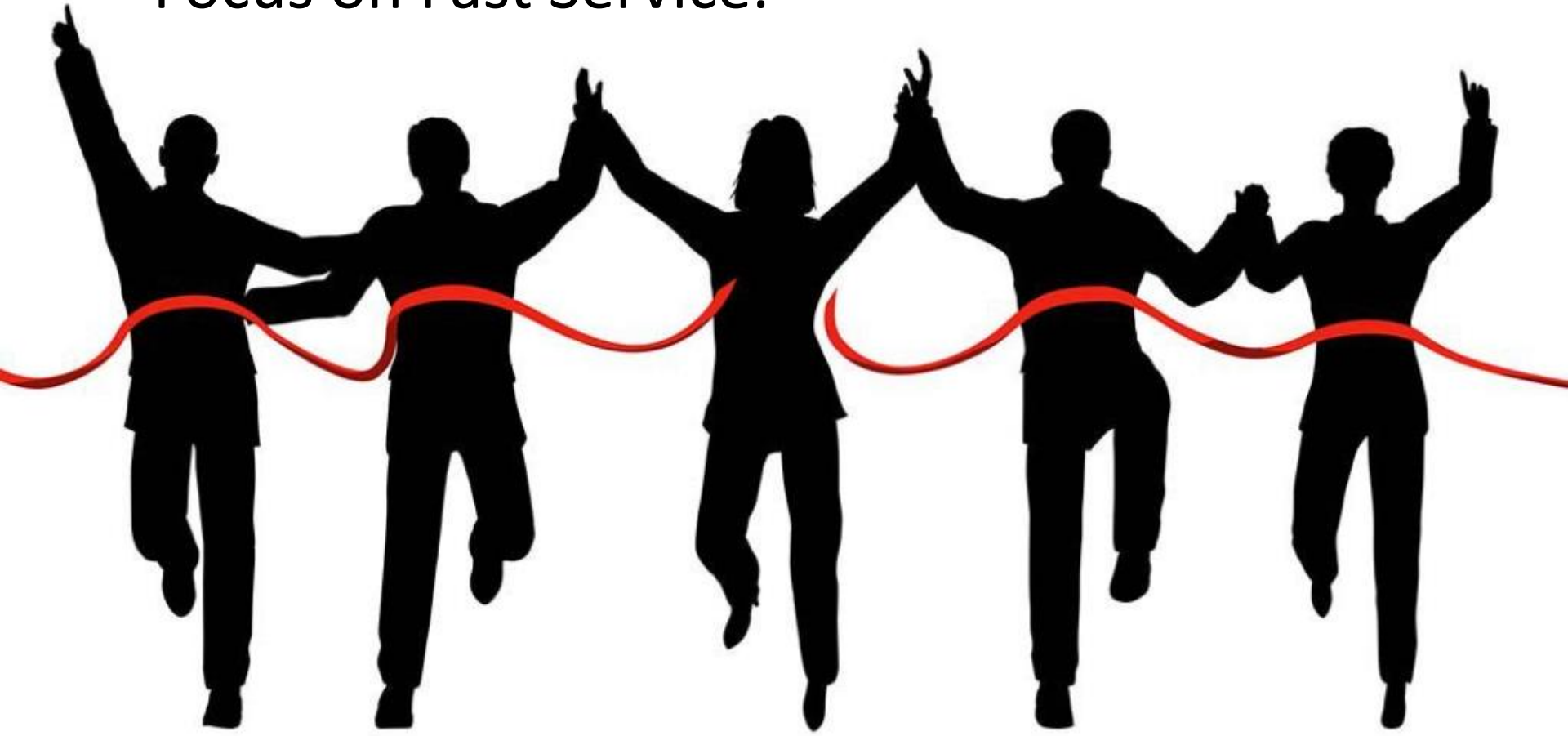


Customer Frustration will Lead to Churn



Bottom Line

- Repeat Your Wins.
- Focus on Fast Service.



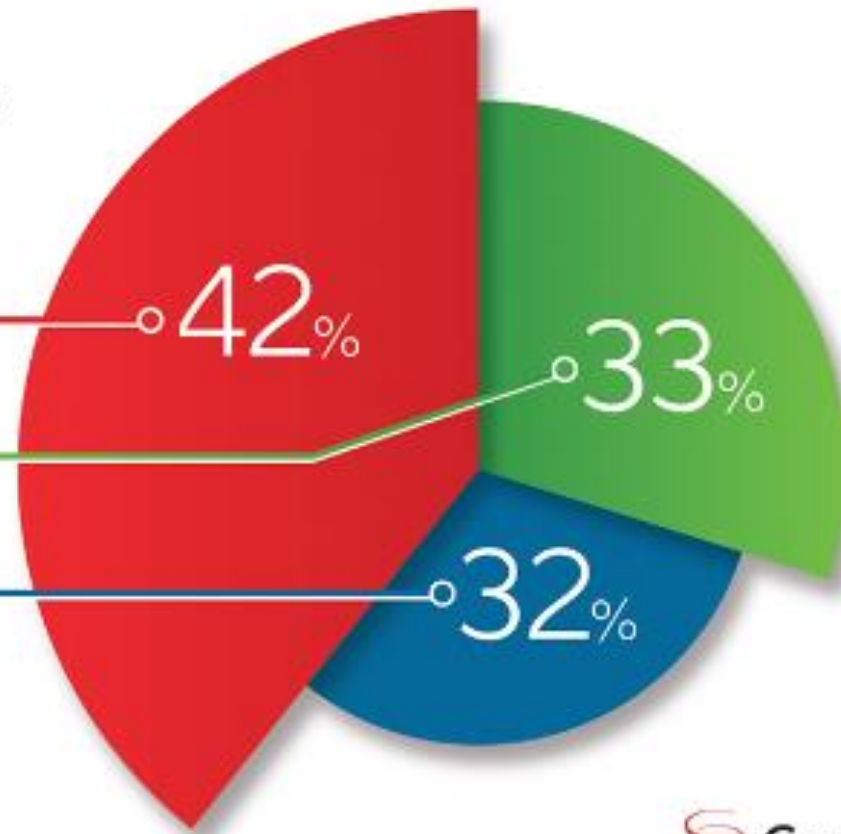
Why Improve Customer Experience

WHY IMPROVE CX?

The top three reasons why businesses proactively manage and invest in customer experience are to:

- 1** IMPROVE CUSTOMER RETENTION
- 2** IMPROVE CUSTOMER SATISFACTION
- 3** INCREASE CROSS-SELLING AND UP-SELLING

Addressing each of these reasons can positively impact bottom line revenue.



Customer Experience is the New Battlefield

- You have to invest in the experience.



- More than 50% of businesses will redirect their investments towards being innovative to provide excellent customer service.

Incentivize Excellent Service



Questions

Have a Great 2019 Season!

