



# How to Design and Deliver *GREAT* Customer Experiences (CX)



## CUSTOMER SERVICE IS DEAD! (RIP)

### Delivering customer *service* isn't good enough.

In today's experience economy, your customers, clients and constituents crave memorable **CUSTOMER EXPERIENCES (CX)**!

Are you delivering memorable...or mundane experiences? Your competitors get it, and *give* it! If you aren't, you're just "renting" your customers.

### Changing Expectations

Regardless of your industry, your customers' expectations are being raised by leaders in hospitality, travel, healthcare, entertainment and high-tech. They are already delivering great **CUSTOMER EXPERIENCES**. You know them by reputation: Disney, Zappos, IDEO, Harley-Davidson, Nordstrom, Starbucks, Square and Paypal, among others. Now your customers know them too and the great experiences they create for customers.

It's time you analyze your operation from your customers' point of view. What's their user experience? Is it instinctive? Efficient? Pleasing? Fun? Or is it frustrating, inefficient or unnecessarily complicated?

### Success By Design

Your goal: to create great customer experiences... using Design Thinking as popularized by IDEO and Stanford's d.school institute of design. Once you understand *touch points*, create *journey maps* of your customers' experiences, employ empathy and walk a mile in your customers' shoes you can conceive of fresher, more powerful ways to create great customer experiences. That builds loyalty, leads to repeat business, referrals and great word of mouth marketing.

## Learning Objectives

- ▶ Understand the customer experience revolution and how it applies to your enterprise
- ▶ Create powerful touch points that reinforce your organization's values, bringing smiles to your clients
- ▶ Audit your customer experience through creation of journey maps to identify new ways to WOW and NOW your customers.
- ▶ Listen with empathy to learn valuable insights from your customers to improve your alignment to their needs, creating customers for life.

## How The Presentation Is Delivered

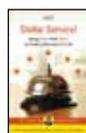
Videos, slides, stories and case studies from CX leaders will inspire you. Design thinking concepts help you conceive of new and natural ways to create and enhance CX for your clientele.

## About Your Presenter

**CRAIG HARRISON** is past president of the INTERNATIONAL CUSTOMER SERVICE ASSOCIATION of San Francisco-Silicon Valley, and the NATIONAL SPEAKERS ASSOCIATION's northern Calif. chapter.

His clients include UNITED AIRLINES, HILTON HOTELS, US ARMY, PFIZER, HLC HOME LOANS CANADA (CIBC), CITY OF SAN JOSE, THE SALVATION ARMY, NOLO.COM, SF-CVB and HITACHI AMERICA. His articles have appeared in *Support World*, *Selling Power* and *Executive Excellence*, and his book *Stellar Service!* and popular tips booklets help front-line employees, supervisors and leaders serve with distinction.

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