

# Revolutionise your Customer Experience

> Polish UP so your customers become your biggest advocates



## REALITY

As the saying goes "It's not what you say about your business that's important, it's what your customers say about your business that's important!" What are your customers saying about your business?

- › Does your Customer Experience make your customers feel smart, valued, understood, cared for or in control?
- › Does your Customer Experience actually influence customers and prospects in a way that builds and sustains profitable revenue streams?
- › Are your customers your biggest advocates and do they actively promote your business?



## WHY

To succeed in business today a fundamental shift from focusing on delivering service to focusing on and finding ways to improve the entire Customer Experience is required. Customer Experience is the connection that companies make with their customers across all functions and touch-points (physical and digital; managed and non-managed).

Successful businesses recognise that a key unique and sustainable point of difference is the experience they offer their customers (both internally and externally). The experience you deliver and the relationship you build with your customers, are the only things that can't be replicated in today's transparent market place – they set you apart from your competitors.

Service more often than not, is an inherently introverted activity which is developed from the businesses perspective not the customers. The focal point needs to move to the customer at all times, with all interactions customer centric.

It's also important to remember that you might have the best 'text book' Customer Experience on paper but it's the way each and every member of your team execute this that counts!

Infinitus<sup>®</sup> believes that experiences create distinctions which influence behaviours. Experiences exist in what people remember, the stories they tell, the conclusions they draw, the decisions and resolutions they make and the meaning they derive from their interaction with your business.

**Remember:** The Customer Experience is the sum total of all interactions between customer and supplier throughout the customer life cycle. This includes interactions through marketing, website, advertising, pre-sales, sales, product delivery and post-sale customer service and support.

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## BENEFITS

- › A unique point of difference – one which you can own; can't be copied or found on 'google'
- › An in-depth understanding of your customers and the experience they want
- › A customer centric culture in your organisation
- › Up-skilled staff who deliver the optimal experience every time
- › Improved organisation alignment
- › Improved key performance metrics for each touch point in your organisation
- › Create positive viral marketing for your business
- › Loyal customers who feel connected to your business are loyal and have a positive impact on your bottom line



**Infinitus<sup>®</sup> offer a variety of services for revolutionising your Customer Experience. Refer to the following pages for a 'quick snapshot'.**

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**OVERVIEW**

## *Create the ultimate Customer Experience with the Infinitus<sup>®</sup> Seven Step System*

### **Achieve new highs in customer interactions; loyalty and profitability in your business**

The Infinitus<sup>®</sup> Seven Step Customer Experience process which will revolutionise the customer service you are currently delivering.

Our process begins by investigating and establishing your customer promise and experience standards, followed by an analysis of your current experience from the customer's perspective, identifying and investigating all touch points and assessing their relevance and quality from both a customer and business perspective.

This information forms an overview of opportunities; areas to improve and ultimately how to close the 'Promise Gap'. From this point a plan is developed on how to implement; embed; monitor and review the new Customer Experience standards and procedures.

**OVERVIEW**

## *Infinitus<sup>®</sup> Conference and Seminar Speaking*



### **2012 is the 'Year of the Customer' – make sure your conference includes them**

Provide your team with an insightful, inspiring and a fresh look at how and why it's critical to deliver an exceptional Customer Experience. This is an enlightening 45 min – 1 hour presentation on the why, what and how to lift your Customer Experience in 2012!

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**OVERVIEW**

## Infinitus<sup>®</sup> Customer Experience Workshops

### Up-skill your most valuable asset – your people

To truly deliver an exceptional Customer Experience everyone in the business must be aware of your customer promise and expected standards.

The Customer Experience is dependent on the delivery from every team member – that's what counts and what your customers will remember! Infinitus<sup>®</sup> provide workshops that ensure everyone in your team is up for the task of delivering an exceptional Customer Experience.

Workshop duration can be either 1 or 2 days and at the end participants will be up-skilled in all or some of the following areas.

- > Why the Customer Experience matters more than ever before
- > What today's consumers want from their Customer Experience
- > Polish up their emotional intelligence; language engineering and body language
- > Polish their customer service 101 skills
- > Master what service really means in their environment
- > Explore their values and how they relate to delivering the ultimate Customer Experience
- > Creating a culture that holds everyone accountable for service performance
- > Understanding the promise gap and the opportunity that lies within it
- > Applying tactics to their own exceptional Customer Experience
- > Creating an agreement as a team to recognise and reward exceptional customer service

**OVERVIEW**

## Customer Surveys

### Listen to what I say – not what you want to hear!

Make sure you are really listening to the most important people – your customers! Infinitus<sup>®</sup> can conduct a variety of surveys from face to face, text, online or by phone. The collection of this information is then analysed and a report including recommendations is presented.



**Customisation** > To create a strong linkage and connection to your business we take the time to get to know your business and your customers. We walk in your customer's shoes seeing your business from their point of view. The ability to have a fresh set of eyes combined with understanding your business goals is a powerful catalyst for positive changes to your customer experience.

**A full overview of each system is available.**