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Managing the Customer Experience **A workshop for business owners, managers and frontline staff**

This interactive seminar is presented by Dr Ian Brooks, co-founder of Customer Experience Management New Zealand and customer care advisor to the Holiday Coast Credit Union, Bras n Things, Adairs, Sanity Entertainment, Diva, Lovisa, the NZ Marine Industry Association and the Insurance Brokers Association of New Zealand. Ian is the author of 16 books. His latest is called Believers (www.believers.co.nz). Ian delivers 120 keynote addresses, workshops and seminars in Australia and New Zealand every year. He is also a practicing businessman.

Managing the Customer Experience is designed to give the owners, managers and frontline staff of small to medium sized businesses a good understanding of what customer experience management (cem) is and why it is an essential part of good business. The workshop will focus on both the big picture and on specific business practices and behaviours that will ensure your customers get the kind of experience that will keep them coming back for more.

At the end of the workshop, you will have a good understanding of customer experience management, a plan for managing the customer experience in your business and any of your customer-facing staff who attend will know exactly what they have to do to create an outstanding experience for your customers.

Programme

- 1300 Interactive presentation:
What is customer experience management, why is it so important and what affects the customer experience?
- 1415 Small group exercise:
What kind of experience do your customers want?
- 1500 Afternoon Tea
- 1515 Interactive presentation:
How to manage the customer experience. Getting the right people doing the right things.
- 1615 Activity:
Developing a plan for managing the customer experience in your business.
- 1645 Summary and conclusion
- 1700 Finish