



CREATE...

OUTSTANDING

CUSTOMER EXPERIENCES WITH 'AI'!

Genuine, human, personalised 'AUTHENTIC INTERACTIONS' That Make Your Customers Feel Valued.

A keynote from Andy Hanselman to help people to..

- Consistently create 'wow' moments that delight their customers.
- Use genuine, personal and human 'Authentic Interactions' that make them feel valued and create real competitive advantage.
- Do it consistently to get customers to come back and spend more.

WHO'S IT FOR?

Typically customer-facing people: sales teams, customer service, support, operations, leaders and managers or even accounts department (hey, this is revolutionary stuff!). Company wide audiences too.

WHAT'S IT ALL ABOUT?

'Outstanding' customer experiences are rare. And what happens to something people want that becomes rare? It becomes more valuable. This engaging keynote gives people the tools to seize that opportunity by taking a 'Dramatically and Demonstrably Different' approach... using 'AI'.

No, not Artificial Intelligence, but 'Authentic Interactions'...



"Genuine, personal, human interactions that make customers feel valued."

WHAT DO PEOPLE GET?

This interactive keynote fires people up and crucially gives them the tools to create 'Authentic Interactions' with their customers (including 'internal' ones). No gimmicks. No scripts. Just practical techniques they can use immediately to create "wow" moments in every interaction to increase customer satisfaction, loyalty and spend. It introduces them to The 5 Key Ingredients Of Creating Outstanding Customer Experiences:

- ✓ Make It Easy.... By being open and proactively responsive to customers, engaging with them, demonstrating their knowledge, and being easy to buy from and deal with at all times.
- ✓ Show Me You Know Me.... Personalise the customer experience and show their customers they care and make them feel genuinely valued.
- ✓ 'Delight' Me.... Take responsibility to surprise customers with the level of service they provide and exceed their expectations at every point on the customer journey.
- ✓ Deal With Disappointment.... Proactively spot and deal with customer problems and not just wait for them to complain. They often don't. They just walk.
- ✓ Do It Consistently.... Be genuine, human, and authentic — consistently, each time, every time.
- ✓ Don't Just Stand There....Do something! Your people leave with a clear set of steps to start creating 'Authentic Interactions' with their customers immediately.

WHAT DO PEOPLE TAKE AWAY?

- ✓ Actionable ideas to create 'Outstanding' experiences with their customers
- ✓ Practical tools and techniques to 'delight' customers with 'Authentic Interactions'
- ✓ Immediate steps they can take from the moment they leave the room to make a difference with 'Authentic Interactions' – A 'Dramatic Difference' that is!

"Andy's keynote address was a highpoint of our Kuwait Service Excellence Conference. He gave us some really valuable and important messages on how, as leaders and managers, we can bring the best out of our team. We were delighted by the positive impact Andy had both on our event and our delegates."

Abdul - Quom Ali, Product And Events Manager, Vigor Events, Kuwait

